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CONSUMER SATISFACTION

with
food products
and
marketing services



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CONSUMER SATISFACTION WITH FOOD PRODUCTS AND MARKETING SERVICES

By Charles R. Handy and Martin Pfaff

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ABSTRACT

A nationwide survey was conducted in March 1974 to measure consumer opinions concerning their satisfaction or dissatisfaction with food products, how these are sold in stores, and how well the food industry meets the consumer's demands. Questionnaires were completed by 1,831 households, or 72 percent of the eligible number in the sample. In each household, the person primarily responsible for food buying was interviewed. Generally, respondents expressed a high overall level of satisfaction with food products and foodstores. But probing beneath the surface unearthed several areas of frustration and dissatisfaction. Consumers evidently separate specific sources of dissatisfaction from their favorable overall evaluation of food products and stores. Price stood out as the most obvious source of displeasure but here too, the intensity of dissatisfaction differed significantly across products. Consumers also expressed dissatisfaction with the availability and reliability of product and shopping information. People most likely to be dissatisfied live in the Northeast, are less than 55 years old, have attended college, work outside the home, earn over \$15,000 and live in the suburbs in larger households. Respondents generally were more satisfied with dairy products and eggs, bakery and cereal products, and processed fruits and vegetables than with convenience foods, fresh fruits and vegetables, and meat and poultry.

KEYWORDS: Consumers; Consumer satisfaction; Market performance; Food products; Food product groups.

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SUMMARY

In a nationwide survey, made during the spring of 1974, consumers said they are generally satisfied with the food they buy and the stores where they buy it. But when questioned further, food shoppers expressed several areas of frustration and displeasure with the Nation's food system.

The surveyors queried consumers on satisfaction with foods they buy, stores where they usually shop, product or shopping information, seven food product groups, and 31 individual food items. Satisfaction was measured on a five-point scale: 1--always satisfied, 2--almost always satisfied, 3--sometimes satisfied, 4--rarely satisfied, and 5--never satisfied.

Two-thirds of the survey's 1,831 respondents said they were always or almost always satisfied with food products they buy for their households. Thirty percent were sometimes satisfied, but only 4 percent said they were rarely or never satisfied. An even larger share--70 percent--reported they were always or almost always satisfied with foodstores in general. This high level of consumer approval broke fairly evenly across regions and demographic groups.

More than half of all survey participants claimed they were always or almost always pleased with all seven major food product groups: meat and poultry, dairy products and eggs, bakery and cereal products, fresh fruits, fresh vegetables, processed fruits and vegetables, and prepared or convenience foods. Yet consumers were least happy with convenience products and most satisfied with dairy products and eggs.

But satisfaction with individual products and product attributes proved to be a different matter. Price, of course, emerged as the chief complaint against all food groups and individual food items. Consumers were most unhappy with the price of beef, pork, fresh tomatoes, potatoes, and milk. In contrast, prices for processed fruits and vegetables drew little criticism at the time the survey was taken. Except for price, specific sources of dissatisfaction varied from product to product.

Tomatoes got the highest dissatisfaction rating of the 31 individual products in the survey. Consumers criticized price, ripeness, taste, and appearance. Of the convenience foods tested, skillet main dishes and frozen TV dinners got the worst scores. Beef, pork, and lamb products also received strong dissatisfaction ratings--for price and fat content. In contrast, satisfaction with processed fruit and vegetable products ran uniformly favorable.

Consumers expressed strong reservations about many kinds of product and shopping information supplied by foodstores and food manufacturers. Survey participants were most unhappy with the reliability and truthfulness of advertising by food product manufacturers. More than a third said this kind of information seldom or never pleases them. In sharp contrast, a majority of shoppers were always or almost always satisfied with the reliability and truthfulness of ads sponsored by individual foodstores.

Despite contentment with food products and marketing services in general, 70 percent of the respondents said they were dissatisfied with certain foods or foodstores during the past year. But of those who found fault with a specific food item, only 7 percent actually complained to the manufacturer. And fewer dissatisfied consumers--3 percent--complained to public officials or consumer protection agencies. Shoppers were more likely to protest to foodstore management (50 percent) or participate in boycotts against manufacturers or foodstores (12 percent). Most of the dissatisfied customers simply complained to friends and relatives. Thus letters on file with food manufacturers and public officials may not nearly measure the extent of consumer unrest.

Several demographic crossbreaks indicate that the more dissatisfied consumers are likely to live in the Northeast; be under 55 years old; work outside the home; come from larger households in the suburbs; have attended college; and earn more than \$15,000. However, certain racial and ethnic groups, and central city residents apparently have a more negative image of food retailers than do their suburban and rural neighbors.

CONSUMER SATISFACTION WITH FOOD PRODUCTS AND MARKETING SERVICES

By

Charles R. Handy and Martin Pfaff 1/

WHY MEASURE CONSUMER ATTITUDE?

What is the real level of consumer dissatisfaction with food products and marketing services? Is it increasing as many contend; and if so, by how much? Are certain groups or regions of the country more dissatisfied than others? To better understand and answer these questions, business firms are adding consumer specialists to their staffs and conducting marketing research at a rapid pace. Public and private agencies at the national, State, and local level have become increasingly active as a forum for consumer complaints; often, they propose and/or administer new rules and regulations designed to protect and inform the consumer. Accurate measures of consumer satisfaction would also help both industry and consumers. Despite the need, however, no such measures are available to monitor either the current level of consumer satisfaction or changes over time.

Participants at all levels of the food industry want clearer indicators of consumer dissatisfaction. The consumer advisor at a major food chain says judging and keeping up with consumer frustration is the biggest problem she faces. In a March 1974 survey of food manufacturers and food chains, a majority desired more complete information on consumer dissatisfaction, indicating that "...they have no idea what the true consumer dissatisfaction rate is relative to the frequency of the consumer complaints received..."^{2/} Apparently, the need exists for a periodic, accurate measure of consumer satisfaction with goods and services available in the market, a measure based on a representative cross section of the U.S. population. Only thus can we hope to get an unbiased picture of change in the "quality of consumption."

What Was Measured

In March 1974, the Response Analysis Corporation conducted, at the request of USDA's Economic Research Service, a national survey to measure consumer satisfaction or dissatisfaction with various elements of the food marketing system. Respondents were told that "the survey is about your satisfaction or dissatisfaction with food products, the way they are sold in stores and markets, and how well the food industry satisfies what people want from it." The questionnaire had three parts. The first explored consumer satisfaction with the overall food

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^{2/} Raymond C. Stokes, "Consumer Complaints and Consumer Dissatisfaction," R.C. Stokes Associates, Washington, D.C., April 1974, p. 11.

marketing system. Questions concerned an overall market basket of food products, plus the shopping environment. Respondents were asked to rate their satisfaction with foodstores and with information available to help them evaluate alternative products and make buying decisions. The second part of the questionnaire asked respondents to express their satisfaction with seven major groups of food products, followed by individual products and product attributes. Here, to reduce respondent fatigue, interviewers divided respondents randomly into three groups. Each group answered questions for all product groups but for individual products and product attributes within only two or three of these product groups. The final section examined how consumers express dissatisfaction and it collected background information on respondent's age, employment, and other characteristics.^{3/}

Besides the seven product classes, 31 individual products were included in the survey. Generally, the individual selections represent food items that are widely purchased. Most items came from USDA's market basket of farm foods and expenditures for each item represent at least 1 percent of total market basket expenditures. Other selected products, such as convenience foods, were considered representative of the particular product class.

The product attributes and marketing services used were based on a telephone survey of consumers in the Greater Detroit metropolitan area. Surveyors chose people to call from a stratified random sample which reflected different socioeconomic groups. Accordingly, one would expect that these are the major attributes most consumers use to evaluate food products.

Including a large number of products and services prevented any in-depth probing of ways to improve sources of dissatisfaction. This type of detailed analysis can best be done by studies focusing on one source of dissatisfaction; for example, a report on age dating by ERS or by private industry.^{4/} Instead, the survey focused on market performance: how well the market supplies alternative products and services that adequately meet the perceived requirements of a widely diverse body of consumers. The study did not, however, evaluate the relative performance of competing brands.

The current report summarizes findings of the 1974 nationwide survey. It provides some insight into how consumers view the food industry, specific food products, and reliability and availability of shopping information. A report planned by ERS will condense this wealth of information into a national index of consumer satisfaction for all foods. Profiles of satisfaction indexes will also be computed for individual products. Composite indexes at different levels of aggregation have the advantage of providing a concise measure of satisfaction at a specific point in time, as well as being a sensitive barometer of change between time periods.

^{3/} One of these three forms is reproduced in the appendix.

^{4/} Economic Research Service; Food Dating; Shoppers, Reactions, and the Impact on Retail Foodstores. MRR 984, U.S. Dept. Agr., 1973.

How Measures Were Made

Interviewers from the Response Analysis Corporation visited households in the sample, left questionnaires to be completed by the person primarily responsible for food buying for the household, and returned to pick up the completed questionnaires. About 10 percent of the questionnaires were filled out while the interviewer was present, usually because the respondent had difficulty reading or requested assistance in completing the questionnaire.

Altogether, 2,576 households were selected in the national sample. In 25 of these, residents reported that no food was purchased for use in the household. Of the other 2,551 households, 1,831 completed the questionnaires--72 percent of the eligible number (table 1).

Table 1--Questionnaire completion and reasons if not completed, 1974 survey

Item	Number	Percent
Total eligible households	2,551	100.0
Questionnaires completed	1,831	71.8
Households contacted, questionnaire left but not completed	166	6.5
Household contacts attempted, questionnaire not left	461	18.1
Respondent not home	231	9.1
Refused	174	6.8
Other (illness, language problem, and so on)	56	2.2
Households not contacted or not reported <u>1/</u>	93	3.6

1/ Includes locations where interviewers were unable to enter the apartment building, areas considered too dangerous, interviewers were not available during survey period, and interviewer errors.

The procedure used for the survey roughly involved: (1) dividing the United States into small geographic segments, each containing a cluster of about 14 housing units, and (2) making a systematic random selection of 200 such clusters. Probability methods were used at each stage, and interviewers had no choice in what households were selected.

Participation by respondents in different geographic regions and types of communities is summarized in tables 2 and 3. Rates for regions were relatively the same, although the percentage of response in the West was slightly (but not significantly) higher. Fewer respondents in central cities of metropolitan areas (60 percent) completed questionnaires than those living elsewhere (75-78 percent), a pattern similar to those observed in other surveys.

Interviewers made persistent efforts, both to find designated respondents at home and to urge cooperation from persons who were reluctant to participate. Interviewers were instructed to make an original visit and up to three callbacks, as necessary, to obtain the completed questionnaire. Callbacks were required at different times of the day and evening, and on different days of the week. In general, the overall completion rate of 72 percent compares favorably to completion experience in surveys carried out entirely through personal interviews and in which the same level of effort was expended to contact respondents and complete interviews.

Table 2--Questionnaires completed, by geographic region, 1974 survey

Item	: Total eligible		: Questionnaires	
	: household		: completed	
	: <u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>
Total sample	: 2,551	100.0	1,831	71.8
Northeast	: 657	100.0	468	71.2
North-Central	: 713	100.0	500	70.1
South	: 752	100.0	538	71.5
West	: 429	100.0	325	75.8

Table 3--Interviews completed, by type of community, 1974 survey

Item	: Households		: Interviews	
	: completed		: completed	
	: <u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>
Total sample	: 2,551	100.0	1,831	71.8
Metropolitan areas, central cities	: 839	100.0	505	60.0
Metropolitan areas, suburban	: 976	100.0	762	78.1
Nonmetropolitan, urban	: 251	100.0	188	74.9
Nonmetropolitan, rural	: 485	100.0	376	77.5

SATISFACTION WITH ALL FOOD PRODUCTS, MARKETING SERVICES, AND MAJOR FOOD PRODUCT GROUPS

Satisfaction with food products, marketing services, and food product groups was measured by the following five-point satisfaction scale: Always satisfied; Almost always satisfied; Sometimes satisfied; Rarely satisfied; and Never satisfied. Table 4 contains the pattern of response for 1,831 consumers. The columns indicate the points of the satisfaction scale, and the rows, the questions pertaining to consumer satisfaction. This table summarizes the first 15 questions of the questionnaire, which explore consumers' overall feelings about food products, foodstores, and shopping information--in short, their image of the food industry.

All Food Products and Food Product Groups

How satisfied overall were consumers with food products they buy? (table 4, row 1). Most respondents expressed a high level of satisfaction:

	<u>Percent</u>
Always or almost always satisfied.....	66.2
Sometimes satisfied.....	29.5
Rarely or never satisfied.....	4.2

This high level--66 percent--is somewhat surprising in the face of substantial evidence that consumers are disgruntled.

However, responses to this question only crudely measure overall satisfaction with food products, and using the measure assumes that all relevant aspects of satisfaction with food products can be thus determined. Actually, responses represent the person's initial, immediate reaction to a complex situation. Overall satisfaction with food products can be more accurately represented by a number which combines the person's expressed satisfaction concerning many different products and product attributes. ERS is developing this "index of consumer satisfaction" and we will release information on it in a forthcoming publication.

Turning to consumer's evaluation of major food product groups, invariably we find that over 55 percent of the respondents were either always satisfied or almost always satisfied with all seven product groups: (1) meat and poultry; (2) dairy products and eggs; (3) bakery and cereal products; (4) fresh fruits; (5) fresh vegetables; (6) processed fruits and vegetables; and (7) prepared or convenience foods (table 4). They were most satisfied with dairy products and eggs (only 4 percent rarely or never satisfied); they were least satisfied with prepared or convenience foods (16 percent rarely or never satisfied). Consumers indicated a fairly high level of satisfaction with food product groups. However, our more detailed look in the section on individual products and product attributes reveals considerable variation in expressed satisfaction, and we identify particular sources of dissatisfaction.

Table 4--Consumer satisfaction with variables measuring food products,
information on food, and food product groups, 1974 survey

Variable	: : Always : sat.	: Almost : always : sat.	: Some- : times : sat.	: : Rarely : sat.	: : Never : sat.	: : Obser- : vations*	: : Average : dissatis. : score
	Percent					Number	
All food products	6.2	60.0	29.5	3.5	.7	1,811	2.32
Nutritional labeling	12.0	37.4	34.1	14.3	2.1	1,812	2.57
Ads sponsored by food manufacturers	5.6	17.1	43.0	26.9	7.4	1,806	3.12
Ingredient labeling	13.7	40.2	32.9	10.8	2.5	1,765	2.48
Foodstores	16.0	54.1	23.3	5.2	1.4	1,821	2.22
Price information	17.4	42.9	25.4	10.6	3.6	1,817	2.40
Ads sponsored by foodstores	17.2	44.5	27.7	8.7	1.9	1,809	2.34
Information concerning freshness	14.4	39.0	30.1	13.4	3.1	1,819	2.52
Meat and poultry products	13.0	46.5	30.0	8.4	2.1	1,817	2.40
Dairy products and eggs	28.4	53.4	13.9	2.9	1.5	1,820	1.96
Bakery and cereal products	26.7	52.0	16.2	3.9	1.3	1,819	2.01
Fresh fruits	18.1	45.0	28.8	6.6	1.5	1,816	2.29
Fresh vegetables	13.8	42.5	34.5	7.4	1.8	1,821	2.41
Processed fruits and vegetables	24.8	53.5	17.0	3.5	1.2	1,810	2.03
Prepared or convenience foods	17.1	40.5	26.6	10.6	5.2	1,776	2.46

* Because some respondents did not answer all questions, the number of observations differs from the total number of respondents (1,831).

Marketing Services

Consumers' highly favorable attitude begins to change when we consider the shopping environment. Specifically, consumers were much less satisfied with product information supplied primarily by food manufacturers (table 4, variables 2-4). They were most dissatisfied with the reliability and truthfulness of information in ads sponsored by manufacturers of food products:

	<u>Percent</u>
Always or almost always satisfied.....	22.7
Sometimes satisfied.....	43.0
Rarely or never satisfied.....	34.3

The pattern of dissatisfaction with nutritional labeling and ingredient labeling is less pronounced. Yet only about half the respondents were always or almost always satisfied. Specifically, 49 percent were always or almost always satisfied with nutritional labeling; 34 percent, sometimes; and 16 percent, rarely or never. Ingredient labeling got slightly higher ratings: 54 percent, always or almost always satisfied; 33 percent, sometimes satisfied; and 13 percent, rarely or never satisfied.

As to foodstores, we note a high level of satisfaction. Over two-thirds of the respondents were always or almost always satisfied with the foodstore where they do most of their shopping:

	<u>Percent</u>
Always or almost always satisfied.....	70.1
Sometimes satisfied.....	23.3
Rarely or never satisfied.....	6.6

Foodstores have more frequent and direct contact with consumers than do manufacturers. Being on the firing line, they often take the brunt of consumer irritation. Yet their close interaction apparently is reaping dividends, since consumers generally expressed greater satisfaction with them and their shopping information than with shopping information supplied by food manufacturers (table 4, variables 2-4, 6-9).

Satisfaction with advertising provided the sharpest contrast. Close to two-thirds of respondents were highly satisfied with the reliability and truthfulness of information in ads sponsored by food stores where they did most of their shopping:

	<u>Percent</u>
Always or almost always satisfied.....	61.7
Sometimes satisfied.....	27.7
Rarely or never satisfied.....	10.6

Consumers also seemed to be fairly satisfied with the price information available to them in foodstores where they did most of their shopping: 60 percent, always or almost always; 25 percent, sometimes. However, 14 percent were

rarely or never satisfied. Within this group of questions, consumers expressed the most dissatisfaction with information about freshness of perishable food products available to them in foodstores where they did most of their shopping. The percentage of consumers always or almost always satisfied decreased to 53; 30 percent were sometimes satisfied; over 16 percent indicated they were rarely or never satisfied.

From these findings emerges a clear message: consumers claim they are generally satisfied with food products and foodstores where they shop most often, but they express a relatively high level of dissatisfaction with product and shopping information. These results are supported by a 1971 survey of rural and urban adults throughout Pennsylvania.^{5/} In that study, consumers showed a great desire for more product information though they were made aware of the estimated costs involved. While a majority wanted unit pricing, open dating, and nutritional labeling, they most strongly supported a proposal requiring manufacturers to provide proof of their advertising claims.

Average Dissatisfaction Scores

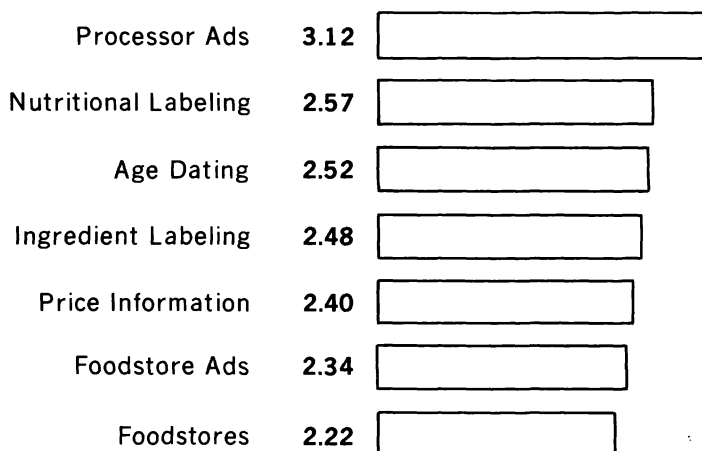
By assigning a set of numbers to the various points of the satisfaction scale, we can compute average satisfaction response by all respondents for each question. We gave a weight of (1) to "always satisfied"; (2) to "almost always satisfied"; (3) to "sometimes satisfied"; (4) to "rarely satisfied"; and (5) to "never satisfied." From these weights a "dissatisfaction" measure can be derived, since the higher the score for a particular product or service, the higher the level of dissatisfaction. Figures 1 and 2 summarize in chart form the data in table 4. The longer the bar, the higher the dissatisfaction score. As indicated before, consumers were most dissatisfied with the reliability of food manufacturers' advertising (average dissatisfaction score 3.12) and most satisfied with foodstores (average dissatisfaction score 2.22). In figure 2, differences in satisfaction among food product groups emerge clearly; consumers were most dissatisfied with convenience foods (average dissatisfaction score 2.46) and most satisfied with dairy products and eggs (average dissatisfaction score 1.96). Of the seven groups, consumers expressed greater satisfaction with (1) dairy products and eggs; (2) bakery and cereal products; and (3) processed fruits and vegetables. They were less satisfied with (1) fresh fruits; (2) meat and poultry; (3) fresh vegetables; and (4) prepared or convenience foods.

Consumer Response to Dissatisfaction

Though consumers generally expressed satisfaction with food products and stores, most respondents reported instances of dissatisfaction. Seventy percent

^{5/} Hermann, Robert O. and Edwin H. Carpenter, "Consumers Views on their Problems--and on What Should be Done about Them, "Farm Economics, Cooperation Ext. Ser., The Pennsylvania University, University Park, Pa., Feb. 1972.

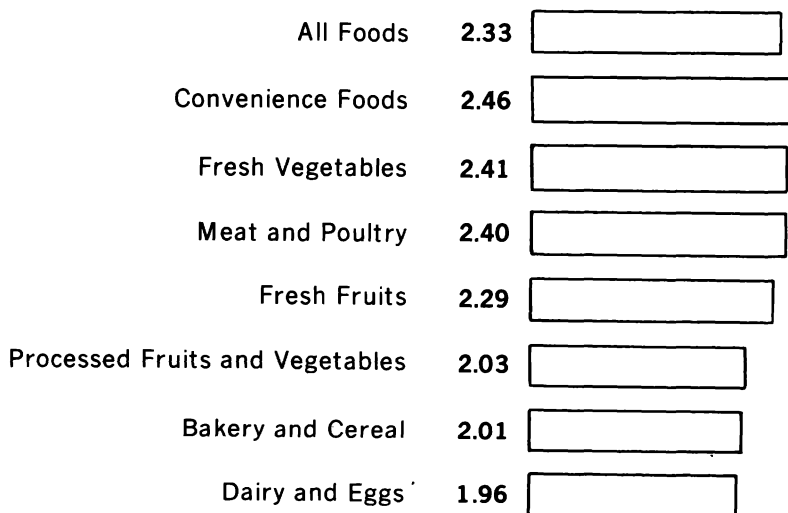
CONSUMER DISSATISFACTION WITH SHOPPING INFORMATION AND FOODSTORES*



*Based on 5-point scale: 1 = always satisfied; 5 = never satisfied.

Figure 1

CONSUMER DISSATISFACTION WITH ALL FOODS AND MAJOR FOOD PRODUCT GROUPS*



*Based on 5-point scale: 1 = always satisfied; 5 = never satisfied.

Figure 2

(1,279 people) said yes to the question: "During the past year, have there been times when you were dissatisfied with a specific foodstore, or food item that you purchased?" This group was then asked if they had done any of the things listed in table 5 to indicate their dissatisfaction. Irritation did not always lead to action, however. For example, while consumers expressed relatively high dissatisfaction with product or shopping information supplied primarily by food manufacturers, only about 7 percent of those dissatisfied with a specific food item complained to the manufacturer. Such apparently small use of this particular method is somewhat surprising. In the 1971 Pennsylvania survey reported by Hermann, and others, consumers considered writing to the manufacturer and talking to the store manager as the two most effective techniques for remedying complaints.^{6/} In fact, evidence indicates food manufacturers are generally responsive to consumer complaints. According to a study by Stokes, all 81 food manufacturers which participated in a March 1974 survey have a company policy requiring a response to consumer complaints.^{7/} Most manufacturers (81 percent) reported a company policy requiring a money-back guarantee or product replacement--and in most instances, did not require proof of the faulty product before replacing it or refunding money. Apparently, many consumers are not aware of these money-back or product replacement policies.

Table 5--Consumer response to dissatisfaction with a specific foodstore or food item

To indicate your dissatisfaction, did you-	:	:	:	No
	:	Yes	No	answer
	:	Percent		
1. Complain to the store	:	54.7	38.5	6.8
2. Complain to the manufacturer	:	6.6	78.5	14.9
3. Discuss dissatisfaction with friends or family	:	88.0	7.1	4.8
4. Complain to a Government Agency, Congressman, or to a consumer protection agency:	:	2.9	83.1	13.9
5. Participate in a boycott of a store or product	:	11.9	74.2	13.9
6. Do something else	:	11.5	57.5	31.0

6/ Hermann, et. al., op.cit., p.3.

7/ Stokes, Raymond C., "Consumer Complaints and Consumer Dissatisfaction." Presented, Food Update Conference, The Food and Drug Law Institute, Phoenix, Ariz., Apr. 1974, p. 9.

Complaining to public officials or consumer protection agencies represented a less common reaction; only about 3 percent reported using this mechanism. Thus, only a small percentage of complaints concerning the food industry apparently find their way to the files of food manufacturers or public officials.

Consumers are much more likely to complain to foodstores. Of respondents dissatisfied with a specific food item or store, 55 percent complained to the store. In addition, 12 percent of those indicating dissatisfaction reported participating in a store or product boycott. By far the most widespread outlet for venting dissatisfaction was to complain to friends and family members. Thus, relying only on records of written complaints may be misleading as an indicator of consumer dissatisfaction.

To help evaluate how representative are consumers who have actively complained to stores, manufacturers, public officials, or participated in boycotts, we somewhat arbitrarily classified this group as activist. All other consumers in the survey--those who discussed their dissatisfaction with friends, remained silent, or indicated no dissatisfaction--we classified as nonactivist. Of the entire sample of 1,831 respondents, 43 percent fell into the activist group while 57 percent fell into the nonactivist group. Various demographic cross-breaks were made to see if the profile of the activist significantly differed from that of the nonactivist (app. table 1). We found activists more likely to live in the Northeast; be middle aged or younger (in contrast to the hypothesis that a high proportion of consumer complaints come from retired people); come from households of more than two people; have attended college; earn over \$15,000 annually; and live in the suburbs.

DIFFERENCES IN SATISFACTION AMONG DEMOGRAPHIC GROUPS

Is the level of consumer satisfaction with food products and marketing services spread evenly over the population? More specifically, how does the pattern of consumer dissatisfaction relate to: (1) region; (2) age; (3) outside employment of the homemaker; (4) household size; (5) education; (6) occupation; (7) income; (8) racial/ethnic group; (9) type of community; (10) degree of consumer activism (as defined in the preceding section)?^{8/} Answers to these questions may help the food industry design policies and products that reflect the preferences of particular groups. First, we discuss satisfaction with food and food product groups; second, with marketing services--breaking down the two analyses by demographic groups.

All Food Products and Food Product Groups

The first five columns of table 6 report consumer satisfaction ratings for all food products for the 10 demographic variables.^{9/} The sixth column indicates the actual number of respondents in each demographic group. For example, of the 1,831 respondents, 463 lived in the Northeast, 493 in the North-Central region,

^{8/} Sex was not considered because 87 percent of respondents were female.

^{9/} Because of their length, tables 6-20 are grouped at the end of this section.

and so on. The "average dissatisfaction score" column was computed the same as in table 4. Thus, in the first row of table 6, the average dissatisfaction score of 463 participants in the Northeast answering this question would be 2.38. Again, we computed this average score from responses recorded on the five-point satisfaction scale, in which "always satisfied" received a score of 1 and "never satisfied," a score of 5. The resulting average measures dissatisfaction, since the larger the score, the greater the dissatisfaction.^{10/}

Overall satisfaction with food products was found to relate significantly to age, household size, racial/ethnic groups, community type, consumer activism, and, to a lesser extent, occupation (table 6). Though differences existed between the group means for the other variables, these differences were not statistically significant. People 34 years old and under were the least satisfied (average dissatisfaction score, 2.41); followed by those aged 35 to 54 (average dissatisfaction, 2.33); people aged 55 and over were the most satisfied (average dissatisfaction, 2.22). Participants from large households tended to be more dissatisfied than those from smaller ones. Blacks, Mexican-Americans, Puerto Ricans, Cubans, Orientals, American Indians, and certain other racial/ethnic groups were significantly more dissatisfied overall with food products purchased for their household (average dissatisfaction, 2.54) than were whites (2.29).

Classified by the type of community in which respondents lived--central city, suburban and rural--average level of dissatisfaction increased from rural and suburban to central city. This variable may be intercorrelated with racial/ethnic groups, since a higher proportion of those other than white tend to live in central cities. Finally, participants classified as activists were more dissatisfied (2.40) than were nonactivists (2.27), a relationship which one would expect and which emerged consistently for all questions on satisfaction. This finding also confirms the expected relationship between level of satisfaction, which is an attitudinal measure, and actual behavior.

Product groups with which respondents expressed a relatively high degree of dissatisfaction--for example, fresh fruits, fresh vegetables, and convenience foods--also tended to evoke more marked differences in satisfaction between demographic groups (tables 7-13). Region, age, employment of homemaker, household size, education, occupation of household head, and income all related significantly to satisfaction with the above three product groups. As with marketing services, age and employment status of homemaker showed the most consistent relationships with satisfaction--for all product groups.

Region

Meat and poultry formed the only product group besides fresh fruits, fresh vegetables, and convenience foods for which satisfaction differed significantly across regions. Respondents in the West were the most dissatisfied, followed by the Northeast and North-Central regions, and the South as the least dissatisfied.

^{10/} The "F value," a statistical measure, indicates (at a given level of confidence) whether the observed differences between the group means (average dissatisfaction scores) are "true" differences and are not due to random chance or sampling error.

For both fresh fruits and fresh vegetables, respondents in the North-Central region were the most dissatisfied, followed by the Northeast. Respondents in the West and Northeast expressed more dissatisfaction with convenience foods than did those in the North-Central or Southern regions.

Age, Employment of Homemaker, and Household Size

Consumer dissatisfaction with each of the seven product groups related significantly to age; people 34 years and under were consistently more dissatisfied, followed by those 35 to 54 and 54 years and older. Respondents employed outside the home expressed a higher level of dissatisfaction with all product groups, except meat and poultry. Dissatisfaction increased by household size for only two product groups: fresh vegetables and processed fruits and vegetables.

Education, Occupation, Income

Satisfaction differed significantly by education, occupation, and income for fresh fruits, fresh vegetables, and convenience foods. In addition, satisfaction with bakery and cereal products differed, by education and occupation, whereas satisfaction with meat and poultry differed only by level of education.

Racial/Ethnic Group and Community Type

Satisfaction with product groups did not differ significantly by racial/ethnic group. The only significant difference by community type was for processed fruits and vegetables; central city respondents were more dissatisfied than urban or rural participants.

Food Marketing Services

Though differences emerged in overall satisfaction with food products between the demographic groups, these became much more pronounced when we evaluated satisfaction with foodstores and shopping information (tables 14-20). Furthermore, at this level of disaggregation, it is easier to identify particular food marketing problem areas and to relate these to different population groups. Accordingly, tables 14-20 report significant differences in satisfaction by demographic groups with: (1) nutritional labeling; (2) reliability of information in manufacturers' ads; (3) ingredient labeling; (4) foodstores; (5) price information available in foodstores; (6) reliability of information in foodstores, ads; and (7) information available in foodstores about the freshness of perishable food products (open dating).

Age and Employment of Homemaker

Invariably, satisfaction with the seven marketing services listed above was related to age and employment status of the homemaker. Dissatisfaction decreased with age for all marketing services. Respondents employed outside the home either full- or part-time were consistently more dissatisfied than were those not working outside the home.

Region and Household Size

The region in which the respondent lived related significantly to satisfaction with all marketing services tested, except availability of price information in stores. Generally Northeastern respondents expressed the highest level of dissatisfaction. Differences in satisfaction between the North-Central, Southern, and Western regions were not as large nor were they consistent. However, respondents located in either the West or South had the least dissatisfaction with each of the seven marketing services. A weak relationship existed between household size and satisfaction, being significant only for questions on nutritional labeling, foodstores, and open dating.

Education, Occupation, and Income

The three demographic variables--education, occupation of the household head, and income--tended to be intercorrelated. The more highly educated generally were white-collar workers who usually had higher incomes. These three variables related distinctly to the level of satisfaction with nutritional labeling, reliability of food manufacturer ads, ingredient labeling, and open dating--all which have received considerable discussion in the public arena. The more highly educated respondents from white-collar, high-income households expressed the greatest level of dissatisfaction with these four marketing services. Education, occupation, and income did not relate to (1) level of satisfaction with foodstores, (2) availability of price information in stores, and (3) reliability of foodstore advertising.

Racial/Ethnic Group and Community Type

For racial/ethnic group and community type, tables 14-20 show a marked association between these variables and dissatisfaction with foodstores, price information, and store ads. Central city residents and members of racial/ethnic groups other than white expressed a higher level of dissatisfaction than did whites and either suburban or rural residents. In addition, central city residents were significantly more dissatisfied with information about freshness of food products than were suburban or rural respondents. Racial/ethnic groups other than white and inner city residents apparently have a more negative image of food retailers than do their suburban and rural neighbors. Retailers serving these clients thus have the challenge as well as the opportunity to improve their image by providing additional price information and by upgrading the perceived reliability of their store ads. The effect of racial/ethnic group and community type on satisfaction with the remaining product information variables was not as striking nor was the pattern the same. Whites were more dissatisfied than other racial/ethnic groups with the reliability of manufacturers' ads; suburbanites expressed more dissatisfaction than central city or rural residents with nutritional labeling.

SATISFACTION WITH INDIVIDUAL FOOD PRODUCTS AND PRODUCT ATTRIBUTES

By looking at consumer satisfaction with various attributes of individual products, we can pinpoint specific causes or sources of respondents' dissatisfaction. Though rapidly rising prices obviously represent one source of irritation, others may not be so apparent. Zeroing in on specific attributes and respondents' evaluation of them can help provide guidelines for initiating product adjustments, market research, or public policy for improvements, where these are needed.

Product Satisfaction Varies Within Product Groups

Consumers were asked to rate their satisfaction with each individual product included in the seven product groups (tables 21-27). Both the frequency distribution of responses on the 5-point satisfaction scale and the average dissatisfaction score are shown, as are the number of respondents who reported buying the product. Only people who purchased a product were asked to express their satisfaction with it; thus, the number of observations differs between products. Respondents were also asked to rate their satisfaction or dissatisfaction with up to seven attributes for each product. Product groups are shown in the order of most dissatisfied (convenience food--table 21) to least dissatisfied (dairy products and eggs--table 27).

While there is some variability between products, respondents generally expressed similar levels of satisfaction with the individual items constituting a product group.

Prepared and Convenience Foods (table 21)

The average dissatisfaction score for convenience foods was 2.46. When asked about specific products, consumers were most dissatisfied with packaged products added to fresh meat--to make a stew, hash, or meat-and-noodles-type meal (skillet main dishes). Of those respondents purchasing this product, 17.6 percent were either rarely satisfied or never satisfied, while the average dissatisfaction score was 2.64. Respondents were also relatively dissatisfied with TV dinners (average dissatisfaction score, 2.55), followed by toaster pastries or tarts (2.46). They expressed a higher level of satisfaction with ready-to-eat puddings (2.19), frozen vegetables boiled in the bag (2.14), and baby food (2.13).

Fresh Vegetables (table 22)

Satisfaction varied considerably among the three fresh vegetable products. Consumers were more satisfied with iceberg lettuce (2.54) and potatoes (2.51) than with fresh tomatoes (2.97). Indeed, fresh tomatoes received the highest dissatisfaction score of all 31 products evaluated. Specific reasons for this poor rating will be discussed in the product attribute section.

Meat and Poultry Products (table 23)

Respondents expressed a fairly stable pattern of satisfaction with meat and poultry products. Consumers were most satisfied with chicken (2.11), less satisfied with pork (2.30) and lamb (2.33), and least satisfied with beef.

Fresh Fruits (table 24)

The fresh fruits group contained only two items, apples and oranges. Respondents seemed equally satisfied with both apples (2.30) and oranges (2.33) purchased in foodstores for home consumption.

Processed Fruits and Vegetables (table 25)

Overall, consumers were quite satisfied with processed fruits and vegetables. Satisfaction was highest for frozen concentrated orange juice (1.76) followed by canned peaches (1.90), canned corn (1.90), canned or bottled fruit juice (1.93), canned tomatoes (1.97), and frozen vegetables (2.04).

Bakery and Cereal Products (table 26)

Though 2.01 was the overall average, respondents varied widely in rating individual bakery and cereal products. Scores ranged from 1.81 for packaged cake mixes to 1.92 for breakfast cereals, 1.93 for bread, and 2.11 for cookies.

Dairy Products and Eggs (table 27)

As previously mentioned, consumers were the most satisfied with dairy products and eggs. They were the least dissatisfied with margarine (1.64), followed by butter (1.66), milk (1.77), cheese and cheese products (1.90), and ice cream (1.93); and they were the most dissatisfied with eggs (1.95).

Pinpointing Dissatisfaction with Individual Food Products

Consumer satisfaction with individual products depends on, and can be explained by, satisfaction with particular product attributes. Some attributes, of course, are more salient than others in determining overall satisfaction with a product or service. Frequency distributions and average dissatisfaction scores for individual product attributes can be used to detect actual or potential problem areas. A more precise measure will be possible when the actual "importance weights" associated with each attribute are reported in a publication planned by the Economic Research Service.

While in most cases the level of satisfaction between specific food products varied only mildly, the same cannot be said for satisfaction with product attributes. Respondents differed considerably in expressed satisfaction for attributes of the same product, as well as for the same attribute across products. Thus, most respondents discriminated carefully between products and attributes; they did not automatically or carelessly express the same level of satisfaction in all situations.

Price is the only attribute that consumers were consistently the most dissatisfied with--across all products. Yet the intensity of dissatisfaction varied noticeably from one product to another. People generally were most dissatisfied with the price of beef (average dissatisfaction score, 3.93), pork (3.62), fresh tomatoes (3.69), potatoes (3.61), and milk (3.60). Prices of these items were increasing rapidly at the time of the survey. In contrast, respondents viewed prices of processed fruits and vegetables more favorably: frozen orange juice, 2.63; canned corn, 2.67; and canned tomatoes, 2.75.

Prepared or Convenience Foods (table 21)

Of the 602 respondents in our subsample, 51 percent (306) reported buying TV dinners, and they were relatively unhappy with an unusually large number of attributes. Besides price, consumers expressed some dissatisfaction with taste, healthfulness, size of portions, and truthfulness of the picture and label on the package. In contrast, they were almost always satisfied with ease of preparation and the selection available where they shopped. These differences are reflected both in the frequency distributions and in the average dissatisfaction scores. For example, 26.9 percent were either rarely satisfied or never satisfied with the price of TV dinners (average dissatisfaction score, 2.90), whereas only 4 percent were either rarely or never satisfied with ease of preparation (average score, 1.64).

Only 27 percent of the subsample reported buying ready-to-eat puddings. Price was the only attribute reflecting strong dissatisfaction (2.87), followed by healthfulness (2.38). Consumers were generally satisfied with choice of flavors, packaging, and taste.

Sixteen percent of this subsample reported buying baby food and price was the only significant area of dissatisfaction.

Respondents were more dissatisfied with the price of frozen vegetables boiled in the bag (41 percent rarely or never satisfied) than with the price of all the other convenience foods tested. The 35 percent who purchased this product also expressed relatively high dissatisfaction with the choice of package sizes.

Toaster pastries or tarts were purchased by 36.5 percent of the subsample. Price and healthfulness registered the most dissatisfaction.

In addition to price, the 42 percent who buy packaged products added to meat were relatively dissatisfied with taste, healthfulness, and the degree to which the contents actually provided the number of servings indicated on the package. As with TV dinners, consumers especially liked ease of preparation, (average score, 1.88), which underscores the appeal of these products.

Fresh Vegetables (table 22)

In the subsample for fresh vegetables, which included 622 participants, 90 percent reported buying regular iceberg lettuce. Consumers were most dissatisfied with price (3.27), followed by appearance (2.50), and freshness (2.45).

Fresh potatoes were purchased by 91 percent of the subsample. Consumers were quite satisfied with taste, but they expressed noticeable dissatisfaction for all other attributes, including price (3.61), appearance (2.44), selection (2.41), and packaging (2.37).

The 84 percent of the subsample which purchased fresh tomatoes were unhappy with this product and the attributes tested. As mentioned, their level of dissatisfaction with price was higher than for any other product in the questionnaire. Consumers were also particularly dissatisfied with ripeness (3.04), taste (2.99), appearance (2.81), availability (2.70), and packaging (2.58).

Meat and Poultry Products (table 23)

Only 4 percent of the 607 respondents in this subsample did not buy beef. Problem areas for this product are: price (average dissatisfaction score, 3.93), amount of fat (2.90), and tenderness (2.59).

Again, only 4 percent did not buy chicken. Consumers were generally satisfied with all attributes, except price, but their dissatisfaction was considerably less than for the other meat products.

About 78 percent of the subsample said they did not buy lamb. Those who did were satisfied with the taste, freshness, and tenderness, and fairly dissatisfied with price, selection, and amount of fat.

The 82 percent who bought pork expressed dissatisfaction with two attributes: price (3.62) and amount of fat (2.93).

Fresh Fruits (table 24)

Apples were purchased by 91 percent of the subsample. Dissatisfaction with price was strong (3.36); for crispness, it was milder (2.43).

Fewer respondents purchased oranges--86.5 percent. Except for price (over 41 percent of the respondents either rarely or never satisfied), no other attribute stood out as being either particularly satisfactory or unsatisfactory.

Processed Fruits and Vegetables (table 25)

Processed fruits and vegetables included canned corn (purchased by 79.4 percent of the subsample), canned tomatoes (64.3 percent), frozen vegetables (73.6 percent), canned peaches (82.4 percent), frozen orange juice (75.9 percent), and canned fruit juice (73.4 percent). Except for price, satisfaction with all the attributes of these rather standardized products remained uniformly high. Dissatisfaction with price, moreover, was less intense than for any of the other product groups.

Bakery and Cereal Products (table 26)

While consumers were generally satisfied with bakery and cereal products, their dissatisfaction with the price of these products was stronger than for some other product groups. Almost everyone in the subsample (98.2 percent)

reported buying bread. The average dissatisfaction score for its price was 3.28; and 43 percent of the respondents were either rarely or never satisfied with this attribute.

Less than three-quarters of the subsample (72.2 percent) purchased packaged cake mixes. Again, price was the only attribute showing significant dissatisfaction (2.78).

Over 80 percent of the participants bought packaged cookies. They expressed some concern for healthfulness (average score, 2.42) and a much stronger dissatisfaction with price (3.22).

Over 83 percent of the subsample reported purchasing breakfast cereals. Price registered the most dissatisfaction (3.26), while other attributes, including healthfulness, received fairly high satisfaction ratings. Though a higher percentage (12.2) were rarely or never satisfied with healthfulness than with the remaining attributes besides price, the average level of dissatisfaction was quite low (2.15), considering recent publicity critical of the nutritive value of many ready-to-eat cereals.

Dairy Products and Eggs (table 27)

Of all the product groups, consumers expressed greatest satisfaction with dairy products and eggs (all six products tested had average dissatisfaction scores of 1.95 or lower). Except for price, the only attributes receiving an average dissatisfaction score of 2.00 or higher were ease of spreading (2.18) for butter, and selection (2.09) for ice cream. In contrast, dissatisfaction with price of dairy products and eggs registered more intensity than did many other products; milk (58.1 percent either rarely or never satisfied); eggs (52 percent rarely or never satisfied); cheese (44.8 percent rarely or never satisfied); and butter (45.3 percent rarely or never satisfied). Of course, at the time of this survey (February-March 1974), the retail price of eggs, dairy products, and meats were at record levels.

All products in this group except butter were purchased by a high percentage of the 607 respondents in the subsample: milk, 96.2 percent; cheese, 95.4 percent; eggs, 95.2 percent; margarine, 93.4 percent; ice cream, 85 percent; and butter, 51.9 percent.

Table 6--Satisfaction with food products by 10 demographic variables

Variable	: :Always : sat.	:Almost: always : sat.	:Some- times : sat.	:Rarely : sat.	:Never : sat.	: Obser- vation	:Average: dissat. : score	F value
	Percent						Number	
Region:								
Northeast-----	5.0	58.3	31.7	4.1	0.9	463	2.38	
North-Central-----	5.9	60.2	29.6	3.9	0.4	493	2.33	
South-----	9.4	56.5	29.8	3.2	1.1	533	2.30	1.39
West-----	3.4	67.7	25.8	2.8	0.3	322	2.29	
Age:								
34 and under-----	2.7	58.9	33.8	3.5	1.1	633	2.41	
35 - 54-----	4.5	63.4	27.5	4.1	0.5	651	2.33	12.12**
55 and over-----	12.7	56.8	27.0	2.9	0.6	519	2.22	
Employment of homemaker:								
Full-time-----	4.8	60.6	29.4	4.2	1.0	602	2.36	
Part-time-----	3.1	64.9	28.0	4.0	0.0	255	2.33	1.55
Unemployed-----	7.7	58.5	29.9	3.1	0.7	972	2.31	
Household size:								
1 or 2 persons-----	8.6	60.7	26.9	3.3	0.6	722	2.27	
3 or 4-----	5.0	59.9	30.9	3.6	0.6	698	2.35	5.00**
5 or more-----	4.2	58.8	32.0	3.7	1.3	381	2.39	
Education:								
0 to 11th grade-----	12.6	47.2	33.8	4.5	1.9	532	2.36	
High school graduate-----	3.5	64.7	28.7	3.2	0.0	694	2.32	0.84
1 or more years of college-----	3.3	66.1	27.3	2.8	0.6	545	2.31	
Occupation:								
Retired, student, and the like--	10.4	53.7	30.9	4.2	0.8	518	2.31	
White collar-----	2.8	68.9	26.1	1.9	0.3	618	2.28	3.20*
Blue collar-----	6.2	56.6	31.7	4.4	1.0	675	2.37	
Income:								
Under \$5,000-----	13.6	49.1	30.9	4.9	1.6	369	2.32	
\$5,000 - \$14,999-----	4.6	62.3	29.4	3.2	0.5	785	2.33	0.12
\$15,000 and over-----	2.7	67.0	27.3	3.1	0.0	451	2.31	
Racial/ethnic group:								
White-----	5.5	63.6	27.3	3.1	0.4	1566	2.29	26.66**
Other ^{1/} -----	10.9	35.7	44.8	6.1	2.6	230	2.54	
Community type:								
Central city-----	6.6	53.1	34.3	4.8	1.2	501	2.41	
Suburban-----	5.6	62.6	28.9	2.6	0.2	838	2.29	5.36**
Rural-----	7.0	62.5	25.6	3.8	1.1	472	2.29	
Consumer activists:								
Activists-----	2.3	61.8	30.3	4.6	0.9	775	2.40	
Non-activists-----	9.2	58.6	29.0	2.7	0.6	1036	2.27	16.68**

*Differences between subgroup means are significant at the .95 level of confidence.

**Differences between subgroup means are significant at the .99 level of confidence.

^{1/} For statistical purposes includes Blacks, Latin Americans, Orientals, American Indians, and certain other racial/ethnic groups.

Table 7--Satisfaction with prepared or convenience foods, by 10 demographic variables

Variable	: : Always : sat.	: Almost : always : sat.	: Some- : times : sat.	: Rarely : sat.	: Never : sat.	: Obser- : vations	: Average: : dissat. : score	F value
	Percent					Number		
Region:								
Northeast-----	14.6	37.7	31.2	11.4	5.2	446	2.55	
North-Central-----	15.7	42.9	26.2	11.2	3.9	489	2.44	
South-----	23.5	39.4	22.4	8.6	6.1	523	2.34	4.40**
West-----	11.9	42.5	28.0	11.9	5.7	318	2.57	
Age:								
34 and under-----	14.4	39.6	28.4	11.7	5.9	626	2.55	
35 - 54-----	14.8	41.2	27.5	11.1	5.5	641	2.51	9.28**
55 and over-----	23.3	40.6	23.3	8.9	4.0	503	2.29	
Employment and homemaker:								
Full-time-----	14.5	39.6	27.3	12.5	6.2	594	2.56	
Part-time-----	9.7	40.5	31.7	11.9	6.2	227	2.63	10.27**
Unemployed-----	20.6	40.9	24.9	9.3	4.3	944	2.36	
Household size:								
1 or 2 persons-----	20.3	38.7	24.0	11.4	5.6	700	2.43	
3 or 4-----	15.4	42.1	27.9	10.2	4.5	689	2.46	0.97
5 or more-----	14.3	40.7	29.1	10.1	5.8	378	2.52	
Education:								
0 to 11th grade-----	24.8	41.4	20.3	7.4	6.1	512	2.29	
High school graduate-----	15.7	41.1	29.2	10.1	3.9	686	2.45	16.48**
1 or more years of college-----	11.3	38.5	29.4	14.4	6.3	540	2.66	
Occupation:								
Retired, student and the like---	21.4	40.5	24.6	7.7	5.8	496	2.36	
White collar-----	11.4	39.5	30.0	13.5	5.5	613	2.62	
Blue collar-----	19.0	41.4	25.0	10.2	4.3	667	2.39	10.63**
Income:								
Under \$5,000-----	28.3	36.8	18.4	9.1	7.4	353	2.30	
\$5,000 - \$14,999-----	14.8	43.2	26.8	10.2	5.0	776	2.47	5.54**
\$15,000 and over-----	12.2	40.7	30.8	12.8	3.5	452	2.55	
Racial/ethnic group:								
White-----	16.0	42.6	26.2	10.7	4.6	1537	2.45	0.62
Other ¹ /-----	24.7	27.8	28.2	10.6	8.8	227	2.51	
Community type:								
Central city-----	17.5	37.4	27.4	11.0	6.7	492	2.52	
Suburban-----	16.5	39.6	28.3	11.8	3.9	824	2.47	1.71
Rural-----	17.6	45.4	22.8	8.3	5.9	460	2.39	
Consumer activists:								
Activists-----	11.5	39.2	30.1	13.6	5.6	767	2.62	
Nonactivists-----	21.3	41.4	24.0	8.4	4.9	1009	2.34	31.99**

*Differences between subgroup means are significant at the .95 level of confidence.

**Differences between subgroup means are significant at the .99 level of confidence.

¹/ For statistical purposes includes Blacks, Latin Americans, Orientals, American Indians, and certain other racial/ethnic groups.

Table 8--Satisfaction with fresh vegetables, by 10 demographic variables

Variable	: : Always : sat.	: Almost : always : sat.	: Some- : times : sat.	: Rarely : sat.	: Never : sat.	: Obser- : vations	: Average : dissat.: : score	F value
	Percent					Number		
Region:								
Northeast-----	14.4	37.6	38.6	7.9	1.5	466	2.45	
North-Central-----	9.7	44.2	25.7	9.3	1.2	496	2.48	
South-----	17.6	41.3	32.1	5.8	3.2	535	2.36	2.85*
West-----	13.0	49.1	30.9	6.2	0.9	324	2.33	
Age:								
34 and under-----	8.6	42.3	39.9	7.1	2.1	631	2.52	
35 - 54-----	10.5	43.4	35.7	8.9	1.5	655	2.47	21.80**
55 and over-----	23.9	41.6	26.8	5.9	1.9	527	2.20	
Employment of homemaker:								
Full-time-----	9.8	45.3	35.4	7.9	1.7	605	2.46	
Part-time-----	11.0	36.4	41.2	8.3	3.1	228	2.56	7.39**
Unemployed-----	16.9	42.0	32.6	6.9	1.6	976	2.34	
Household size:								
1 or 2 persons-----	18.3	44.5	28.7	6.7	1.8	726	2.29	
3 or 4-----	11.3	40.7	38.1	8.1	1.7	700	2.48	10.74**
5 or more-----	10.1	41.8	38.7	7.3	2.1	385	2.49	
Education:								
0 to 11th grade-----	23.6	37.5	27.9	7.2	3.8	530	2.30	
High school graduate-----	10.8	42.8	36.7	8.6	1.1	697	2.47	6.11**
1 or more years of college-----	8.1	46.7	38.3	6.0	0.9	553	2.45	
Occupation:								
Retired, student, and the like---	20.8	43.4	27.2	6.2	2.5	519	2.26	
White collar-----	8.3	44.0	39.8	7.4	0.5	625	2.48	10.32**
Blue collar-----	13.4	40.5	35.3	8.3	2.5	677	2.46	
Income:								
Under \$5,000-----	26.2	38.7	24.5	7.6	3.0	367	2.23	
\$5,000 - \$14,999-----	12.2	41.5	37.1	7.4	1.9	788	2.45	10.45**
\$15,000 and over-----	7.0	47.1	37.3	7.8	0.9	459	2.48	
Racial/ethnic group:								
White-----	12.3	43.1	35.8	7.1	1.7	1574	2.43	4.46
Other1/-----	24.1	36.6	27.2	9.5	2.6	232	2.30	
Community type:								
Central city-----	14.1	39.7	37.1	7.5	1.6	504	2.43	
Suburban-----	13.7	42.4	35.1	7.0	1.8	841	2.41	0.25
Rural-----	13.7	45.6	30.9	7.8	2.1	476	2.39	
Consumer activists:								
Activists-----	8.7	38.7	41.4	9.2	2.0	781	2.57	
Nonactivists-----	17.6	45.4	29.4	6.0	1.6	1040	2.29	47.88**

*Differences between subgroup means are significant at the .95 level of confidence.

**Differences between subgroup means are significant at the .99 level of confidence.

1/ For statistical purposes includes Blacks, Latin Americans, Orientals, American Indians, and certain other racial/ ethnic groups.

Table 9--Satisfaction with meat and poultry, by 10 demographic variables

Variable	: : Always : sat.	: Almost : always : sat.	: Some- : times : sat.	: Rarely : sat.	: Never : sat.	: Obser- : vations	: Average: : dissat. : score	F value
	Percent					Number		
Region:								
Northeast-----	11.0	46.2	31.1	10.4	1.3	463	2.45	3.04*
North-Central-----	12.5	47.3	31.4	6.8	2.0	497	2.39	
South-----	17.6	45.8	26.3	7.5	2.8	533	2.32	
West-----	9.0	46.6	32.7	9.6	2.2	324	2.49	
Age:								
34 and under-----	8.6	43.5	34.6	11.0	2.4	630	2.55	16.30**
34-54-----	11.8	49.5	29.7	7.5	1.5	654	2.37	
55 and over-----	19.8	46.1	25.0	6.7	2.5	525	2.26	
Employment of homemaker:								
Full-time-----	10.7	46.0	30.9	10.1	2.3	605	2.47	3.12
Part-time-----	11.0	49.6	28.5	8.8	2.2	228	2.42	
Unemployed-----	14.8	45.9	29.9	7.4	2.0	972	2.36	
Household size:								
1 or 2 persons-----	16.0	46.0	28.2	7.6	2.2	726	2.34	2.93
3 or 4-----	11.5	45.7	31.4	9.5	2.0	698	2.45	
5 or more-----	10.2	48.8	30.5	8.4	2.1	383	2.43	
Education:								
0 to 11th grade-----	20.2	44.6	23.9	7.5	3.8	531	2.30	4.76**
High school graduate-----	11.6	45.4	32.2	9.5	1.3	696	2.43	
1 or more years of college-----	7.7	50.5	32.4	7.8	1.6	549	2.45	
Occupation:								
Retired, student, and the like--	16.6	45.5	27.5	7.4	3.1	517	2.35	1.31
White collar-----	9.3	49.5	31.9	8.3	1.0	624	2.42	
Blue collar-----	13.6	44.4	30.3	9.3	2.4	676	2.42	
Income:								
Under \$5,000-----	21.3	39.8	26.7	7.9	4.4	367	2.34	1.00
\$5,000 - \$14,999-----	11.8	48.2	27.8	10.2	2.0	788	2.42	
\$15,000 and over-----	9.4	51.1	31.7	7.2	0.7	458	2.39	
Racial/ethnic group:								
White-----	12.0	48.0	29.7	8.3	2.0	1570	2.40	0.02
Other ¹ /-----	19.8	34.9	32.8	9.5	3.0	232	2.41	
Community type:								
Central city-----	13.3	41.5	33.1	9.9	2.2	504	2.46	2.57
Suburban-----	11.8	48.0	30.4	7.9	2.0	840	2.40	
Rural-----	14.8	49.0	26.2	7.8	2.1	473	2.33	
Consumer activists:								
Activists-----	8.5	44.0	33.2	11.7	2.6	779	2.56	42.67**
Nonactivists-----	16.4	48.3	27.6	6.0	1.7	1038	2.28	

*Differences between subgroup means are significant at the .95 level of confidence.

**Differences between subgroup means are significant at the .99 level of confidence.

¹/ For statistical purposes includes Blacks, Latin Americans, Orientals, American Indians, and other racial/ethnic groups.

Table 10--Satisfaction with fresh fruits, by 10 demographic variables

Variable	: : Always : sat.	: Almost : sat.	: Some- : times : sat.	: Rarely : sat.	: Never : sat.	: Obser- : vations	: Average: : dissat.: : score	F value
	Percent					Number		
Region:								
Northeast-----	17.1	42.5	32.3	7.2	0.9	461	2.32	
North-Central-----	14.5	44.1	32.0	7.8	1.6	497	2.38	
South-----	24.5	42.3	24.9	5.8	2.4	534	2.19	4.21**
West-----	14.2	54.3	25.3	5.2	0.9	324	2.24	
Age:								
34 and under-----	13.5	46.3	31.0	7.9	1.3	629	2.37	
35-54-----	13.7	48.5	29.7	6.3	1.8	656	2.34	14.31**
55 and over-----	29.1	38.8	25.2	5.4	1.5	523	2.11	
Employment of homemaker:								
Full-time-----	14.2	44.9	31.0	8.4	1.5	604	2.38	
Part-time-----	15.4	48.0	26.9	7.0	2.6	227	2.33	6.96**
Unemployed-----	21.0	44.5	28.0	5.2	1.3	973	2.21	
Household size:								
1 or 2 persons-----	22.6	42.4	27.3	6.5	1.2	722	2.21	
3 or 4-----	15.1	45.2	31.1	6.8	1.7	701	2.35	4.07*
5 or more-----	15.4	49.3	27.2	6.3	1.8	383	2.30	
Education:								
0 to 11th grade-----	29.4	36.7	25.2	5.8	2.8	531	2.16	
High school graduate-----	15.5	47.3	29.0	7.0	1.1	696	2.31	8.47**
1 or more years of college-----	10.2	50.2	32.3	6.4	0.9	548	2.38	
Occupation:								
Retired, student, and the like--	25.2	40.2	26.0	6.5	2.1	520	2.20	
White collar-----	11.6	48.0	33.9	6.1	0.5	623	2.36	4.48**
Blue collar-----	18.6	45.9	26.3	7.1	2.1	673	2.28	
Income:								
Under \$5,000-----	30.8	36.8	23.2	6.8	2.5	367	2.14	
\$5,000 - \$14,999-----	16.2	46.8	27.7	7.2	2.0	788	2.32	7.25**
\$15,000 and over-----	11.2	48.1	34.6	5.9	0.2	457	2.36	
Racial/ethnic group:								
White-----	16.6	46.8	29.1	6.1	1.5	1570	2.29	0.54
Other ^{1/} -----	28.9	31.9	27.2	9.9	2.2	232	2.25	
Community type:								
Central city-----	17.6	43.2	28.6	8.8	1.8	500	2.34	
Suburban-----	17.5	46.0	29.3	6.1	1.2	841	2.27	1.47
Rural-----	19.6	45.1	28.2	5.3	1.9	475	2.25	
Consumer activists:								
Activists-----	12.8	42.9	34.8	8.0	1.5	779	2.42	
Nonactivist-----	22.0	46.6	24.3	5.6	1.5	1037	2.18	33.56**

*Differences between subgroup means are significant at the .95 level of confidence.

**Differences between subgroup means are significant at the .99 level of confidence.

1/ For statistical purposes includes Blacks, Latin American, Orientals, American Indians, and certain other racial/ethnic groups.

Table 11--Satisfaction with processed fruits and vegetables, by 10 demographic variables

Variable	: : Always sat. :	: Almost always sat. :	: Sometimes sat. :	: Rarely sat. :	: Never sat. :	: Observations :	: Average dissat. score :	F value
	Percent						Number	
Region:								
Northeast-----	23.1	52.5	18.5	4.4	1.5	459	2.09	
North-Central-----	23.1	56.9	15.7	3.0	1.2	497	2.02	
South-----	29.6	48.8	17.3	3.2	1.1	533	1.97	1.66
West-----	21.8	57.0	16.8	3.4	0.9	321	2.05	
Age:								
34 and under-----	22.5	52.3	20.8	3.3	1.1	631	2.08	
35-54-----	20.2	58.6	17.0	2.9	1.2	652	2.06	6.32**
55 and over-----	33.1	48.4	12.7	4.4	1.3	519	1.92	
Employment of homemaker:								
Full-time-----	22.0	54.2	18.3	3.7	1.8	601	2.09	
Part-time-----	15.8	58.3	19.3	5.3	1.3	228	2.18	9.81**
Unemployed-----	28.8	51.6	15.9	3.0	0.7	969	1.95	
Household size:								
1 or 2 persons-----	29.1	48.7	16.4	4.3	1.4	718	2.00	
3 or 4-----	23.9	55.8	17.5	2.1	0.7	699	2.00	4.02*
5 or more-----	18.5	57.7	17.5	4.4	1.8	383	2.13	
Education:								
0 to 11th grade-----	32.8	45.1	15.9	3.6	2.7	528	1.98	
High school graduate-----	22.4	57.5	16.5	3.2	0.4	692	2.02	2.97
1 or more years of college-----	19.7	56.1	19.5	3.8	0.9	549	2.10	
Occupation:								
Retired, student, and the like--	29.9	48.7	15.7	3.9	1.7	515	1.99	
White collar-----	18.9	59.2	18.6	2.4	0.8	623	2.07	1.35
Blue collar-----	26.3	51.6	16.7	4.2	1.2	672	2.02	
Income:								
Under \$5,000-----	34.3	41.6	16.5	4.4	3.0	364	2.00	
\$5,000 - \$14,999-----	23.2	54.0	18.6	3.3	0.9	785	2.05	0.48
\$15,000 and over-----	18.5	62.4	15.2	3.5	0.4	455	2.05	
Racial/ethnic group:								
White-----	24.1	55.2	16.3	3.4	1.0	1566	2.02	1.37
Other/-----	29.7	41.0	22.7	3.9	2.6	229	2.09	
Community type:								
Central city-----	24.0	50.3	19.4	4.0	2.4	501	2.11	
Suburban-----	23.8	55.4	16.7	3.6	0.5	837	2.01	3.57*
Rural-----	27.5	53.2	15.3	2.8	1.3	472	1.97	
Consumer activists:								
Activists-----	20.1	55.8	18.1	4.9	1.2	773	2.11	14.54**
Nonactivists-----	28.4	51.7	16.3	2.4	1.3	1037	1.97	

*Differences between subgroup means are significant at the .95 level of confidence.

**Differences between subgroup means are significant at the .99 level of confidence.

1/ For statistical purposes includes Blacks, Latin Americans, Orientals, American Indians, and certain other racial/ ethnic groups.

Table 12--Satisfaction with bakery and cereal products, by 10 demographic variables

Variable	: : Always : sat.	: Almost : always : sat.	: Some- : times : sat.	: Rarely : sat.	: Never : sat.	: Obser- : vations	: Average: : dissat.: : score	F value
	Percent						Number	
Region:								
Northeast-----	25.2	49.4	20.7	27.8	0.4	464	2.05	
North-Central-----	24.7	55.9	14.1	23.6	1.8	497	2.01	
South-----	32.7	47.1	14.8	27.8	1.7	535	1.95	1.74
West-----	21.7	57.6	15.2	20.8	0.9	323	2.06	
Age:								
34 and under-----	22.9	54.0	17.9	4.1	1.1	630	2.07	
35-54-----	23.6	55.1	16.2	3.7	1.4	653	2.04	5.85**
55 and over-----	35.0	45.5	14.0	4.2	1.3	528	1.91	
Employment of homemaker:								
Full-time-----	22.6	55.5	15.4	5.1	1.3	602	2.07	
Part-time-----	22.0	55.5	15.4	4.4	2.6	227	2.10	4.81**
Unemployed-----	30.3	48.8	16.9	3.2	0.9	978	1.96	
Household size:								
1 or 2 persons-----	29.3	48.7	16.8	4.0	1.2	727	1.99	
3 or 4-----	25.1	53.7	16.5	3.7	1.0	698	2.02	0.47
5 or more-----	24.7	54.7	14.3	4.4	1.8	384	2.04	
Education:								
0 to 11th grade-----	35.5	43.0	15.4	3.8	2.4	533	1.95	
High school graduate-----	25.0	55.7	15.5	3.0	0.7	696	1.99	6.18**
1 or more years of college-----	19.9	55.9	17.7	5.6	0.9	549	2.12	
Occupation:								
Retired, student, and the like--	32.9	45.7	15.9	4.0	1.5	523	1.96	
White collar-----	21.1	55.1	18.8	4.2	0.8	622	2.08	3.74*
Blue collar-----	27.0	53.9	13.9	3.7	1.5	674	1.99	
Income:								
Under \$5,000-----	35.7	39.2	17.8	5.4	1.9	370	1.99	
\$5,000 - \$14,999-----	24.5	54.9	15.6	3.8	1.1	788	2.02	0.45
\$15,000 and over-----	21.1	57.8	16.7	4.0	0.4	455	2.04	
Racial/ethnic group:								
White-----	25.0	54.2	15.9	3.8	1.1	1573	2.02	0.16
Other1/-----	37.9	35.8	18.1	5.6	2.6	232	1.99	
Community type:								
Central city-----	26.5	50.0	17.5	4.0	2.0	502	2.05	
Suburban-----	26.7	52.9	15.6	4.0	0.8	842	1.99	0.84
Rural-----	26.7	52.4	15.8	3.8	1.3	475	2.00	
Consumer activists:								
Activists-----	20.9	55.8	17.6	4.5	1.2	779	2.09	
Nonactivists-----	31.0	49.0	15.1	3.6	1.3	1040	1.95	11.64**

*Differences between subgroup means are significant at the .95 level of confidence.

**Differences between subgroup means are significant at the .99 level of confidence.

1/ For statistical purposes includes Blacks, Latin Americans, Orientals, American Indians, and certain other racial/ethnic groups.

Table 13--Satisfaction with dairy products and eggs, by 10 demographic variables

Variable	: Always: sat. :	: Almost: always: sat. :	: Some- times: sat. :	: Rarely: sat. :	: Never: sat. :	: Obser- vations:	: Average: dissat.: score :	F value
	Percent					Number		
Region:								
Northeast-----	29.6	53.4	12.9	3.0	1.1	466	1.92	
North-Central-----	24.7	55.0	15.3	3.0	2.0	498	2.02	
South-----	33.4	47.8	13.3	3.2	2.3	533	1.93	1.44
West-----	23.8	59.8	13.9	2.2	0.3	323	1.95	
Age:								
34 and under-----	25.1	55.4	13.8	4.3	1.4	630	2.02	
35-54-----	25.6	56.5	14.0	2.1	1.7	655	1.98	5.22**
55 and over-----	35.7	47.1	13.5	2.3	1.5	527	1.86	
Employment of homemaker:								
Full-time-----	24.3	56.4	14.7	3.1	1.5	606	2.01	
Part-time-----	20.6	61.4	10.5	3.9	3.5	228	2.08	5.91**
Unemployed-----	32.4	49.6	14.3	2.6	1.1	974	1.90	
Household size:								
1 or 2 persons-----	30.7	50.2	15.4	2.5	1.2	727	1.93	
3 or 4-----	26.8	55.7	13.0	3.4	1.1	699	1.97	0.88
5 or more-----	26.8	54.9	12.5	2.9	2.9	384	2.00	
Education:								
0 to 11th grade-----	35.6	44.4	13.4	3.6	3.0	531	1.94	
High school graduate-----	26.7	52.7	17.1	2.2	1.3	696	1.99	0.51
1 or more years of college-----	22.8	63.0	10.3	3.3	0.5	552	1.95	
Occupation:								
Retired, student, and the like--	32.4	48.2	14.8	2.7	1.9	521	1.93	
White collar-----	23.6	60.1	13.0	2.6	0.8	624	1.97	0.31
Blue collar-----	29.6	51.1	13.9	3.4	1.9	675	1.97	
Income:								
Under \$5,000-----	38.3	39.1	15.8	3.5	3.3	368	1.95	
\$5,000 - \$14,999-----	24.8	55.8	14.7	3.6	1.1	787	2.01	1.47
\$15,000 and over-----	24.7	60.9	11.8	1.7	0.9	458	1.93	
Racial/ethnic group:								
White-----	27.4	54.9	14.0	2.5	1.3	1573	1.95	0.93
Other1/-----	34.5	42.7	13.8	5.6	3.4	232	2.01	
Community type:								
Central city-----	27.2	53.0	13.7	4.4	1.8	504	2.01	
Suburban-----	28.9	53.9	13.6	2.5	1.1	843	1.93	1.57
Rural-----	28.5	52.9	14.4	2.1	2.1	473	1.96	
Consumer activists:								
Activists-----	22.0	57.1	16.0	3.3	1.5	779	2.05	
Nonactivists-----	33.1	50.5	12.2	2.6	1.5	1041	1.89	17.46**

*Differences between subgroup means are significant at the .95 level of confidence.

**Differences between subgroup means are significant at the .99 level of confidence.

1/ For statistical purposes includes Blacks, Latin Americans, Orientals, American Indians, and certain other racial/ethnic groups.

Table 14--Satisfaction with label information about nutritional value of food products, by 10 demographic variables

Variable	: : Always : sat.	: : Almost : sat.	: : Some- : sat.	: : times : sat.	: : Rarely : sat.	: : Never : sat.	: : Obser- : vations	: : Average: : dissat.: : score	F value
	Percent						Number		
Region:									
Northeast-----	9.9	30.9	38.9	17.1	3.2		463	2.73	
North-Central-----	10.9	42.1	33.1	11.9	2.0		469	2.52	
South-----	17.6	38.6	30.2	12.3	1.3		529	2.41	11.41**
West-----	7.7	37.7	34.9	17.9	1.9		324	2.69	
Age:									
34 and under-----	9.5	33.1	35.1	20.1	2.2		632	2.73	
35-54-----	8.9	40.7	35.8	11.5	3.1		651	2.59	22.82**
55 and over-----	19.0	38.9	30.5	10.9	0.8		522	2.35	
Employment of homemaker:									
Full-time-----	9.1	38.6	34.0	15.6	2.7		603	2.64	
Part-time-----	9.2	37.3	33.3	18.0	2.2		228	2.66	5.46**
Unemployed-----	14.6	36.8	34.3	12.8	1.5		969	2.50	
Household size:									
1 or 2 persons-----	15.0	39.8	30.9	12.9	1.5		722	2.46	
3 or 4-----	10.5	36.6	35.9	14.9	2.2		697	2.62	8.19**
5 or more-----	9.7	34.7	36.8	15.7	3.1		383	2.68	
Education:									
0 to 11th grade-----	21.0	39.4	31.8	6.4	1.3		528	2.28	
High school graduate-----	11.2	37.7	34.7	14.1	2.3		695	2.59	50.68**
1 or more years of college-----	4.4	34.7	35.8	22.4	2.7		548	2.84	
Occupation:									
Retired, student, and the like--	16.4	35.6	35.6	10.6	1.7		517	2.46	
White collar-----	6.4	38.3	34.6	18.4	2.3		621	2.75	11.85**
Blue collar-----	13.8	38.0	32.3	13.6	2.2		674	2.53	
Income:									
Under \$5,000-----	22.5	32.6	33.4	9.6	1.9		365	2.36	
\$5,000 - \$14,999-----	10.0	41.9	32.0	14.2	1.8		787	2.56	18.03**
\$15,000 and over-----	6.2	35.6	37.4	18.2	2.6		455	2.75	
Racial/ethnic group:									
White-----	11.5	38.4	33.4	14.7	2.0		1567	2.57	.71
Other/-----	16.1	33.0	36.5	11.7	2.6		230	2.52	
Community type:									
Central city-----	16.8	35.3	37.9	12.0	3.0		499	2.59	
Suburban-----	10.3	36.7	33.5	17.6	1.9		839	2.64	8.15**
Rural-----	15.4	40.9	31.0	11.2	1.5		474	2.42	
Consumer activists:									
Activists-----	7.2	33.8	37.5	19.0	2.4		778	2.76	
Nonactivists-----	15.7	40.1	31.4	10.9	1.8		1034	2.43	53.18**

*Differences between subgroup means are significant at the .95 level of confidence.

**Differences between subgroup means are significant at the .99 level of confidence.

1/ For statistical purposes includes Blacks, Latin Americans, Orientals, American Indians, and certain other racial/ethnic groups.

manufacturers, by 10 demographic variables

Variable	Manufacturers, by 10 demographic variables					Average:		F value
	Always sat.	Almost always sat.	Sometimes sat.	Rarely sat.	Never sat.	Observation	dissatisfaction score	
	Percent					Number		
Region:								
Northeast-----	5.6	12.3	41.3	31.2	9.5	462	3.27	8.42**
North-Central-----	3.0	21.8	14.18	26.4	7.0	500	3.12	
South-----	9.3	18.1	44.0	23.2	5.3	525	2.97	
West-----	3.8	15.0	45.8	27.3	8.2	319	3.21	
Age:								
34 and under-----	4.3	13.2	47.1	27.2	8.1	628	3.22	19.18**
35-54-----	3.2	16.7	42.7	29.7	7.8	654	3.22	
55 and over-----	10.4	22.6	38.3	22.6	6.0	517	2.91	
Employment of homemaker:								
Full-time-----	2.8	16.5	46.4	26.4	7.8	599	3.20	5.04**
Part-time-----	2.6	17.6	41.4	30.4	7.9	227	3.23	
Unemployed-----	8.2	17.4	41.2	26.3	6.9	969	3.06	
Household size:								
1 or 2 persons-----	6.2	20.3	41.4	24.8	7.4	715	3.07	2.18
3 or 4-----	5.7	14.8	43.8	28.5	7.2	698	3.17	
5 or more-----	4.7	15.7	44.9	27.4	7.3	383	3.17	
Education:								
0 to 11th grade-----	12.4	20.2	38.4	21.8	7.3	524	2.91	23.44**
High school graduate-----	4.0	15.3	47.7	27.2	5.8	692	3.15	
1 or more years of college-----	1.5	16.0	42.2	30.7	9.6	550	3.31	
Occupation:								
Retired, student, and the like--	9.6	20.1	38.0	24.0	8.4	513	3.02	10.87**
White collar-----	2.4	15.5	43.2	30.4	8.5	621	3.27	
Blue collar-----	5.7	16.4	46.7	25.7	5.5	672	3.09	
Income:								
Under \$5,000-----	14.3	21.5	37.7	20.4	6.1	363	2.83	26.89**
\$5,000 - \$14,999-----	4.3	16.8	45.4	26.9	6.6	782	3.15	
\$15,000 and over-----	0.9	16.2	42.1	32.0	8.8	456	3.31	
Racial/ethnic group:								
White-----	4.5	17.4	43.7	27.0	7.4	1561	3.15	5.78*
Other1/------	13.0	16.1	37.4	26.1	7.4	230	2.99	
Community type:								
Central city-----	6.4	18.3	39.4	27.2	8.7	497	3.13	2.34
Suburban-----	5.4	15.1	43.7	28.1	7.6	839	3.17	
Rural-----	5.3	19.4	45.5	24.3	5.5	470	3.05	
Consumer activists:								
Activists-----	3.6	11.8	44.1	31.2	9.3	778	3.31	45.11**
Nonactivists-----	7.2	21.1	42.2	23.5	5.9	1028	3.00	

*Differences between subgroup means are significant at the .95 level of confidence.

**Differences between subgroup means are significant at the .99 level of confidence.

1/ For statistical purposes includes Blacks, Latin Americans, Orientals, American Indians, and certain other racial/ethnic groups.

Table 16--Satisfaction with label information about food product ingredients,
demographic variables

Variable	: : Always : sat.	: Almost : sat.	: Some- : times : sat.	: Rarely : sat.	: Never : sat.	: Obser- : vations	: Average: : dissat.: : score	F value
	Percent						Number	
Region:								
Northeast-----	12.8	37.2	33.5	13.0	3.5	454	2.57	
North-Central-----	12.6	44.7	31.1	8.7	2.9	485	2.44	
South-----	18.8	37.8	31.9	10.2	1.4	511	2.38	5.23**
West-----	8.3	41.3	35.9	12.4	2.2	315	2.59	
Age:								
34 and under-----	12.2	37.4	33.4	13.9	3.1	617	2.58	
35-54-----	11.6	43.4	32.2	10.4	2.4	636	2.48	8.25**
55 and over-----	18.0	39.8	32.5	7.7	2.0	505	2.36	
Employment of homemaker:								
Full-time-----	12.0	38.6	35.7	10.8	2.9	585	2.54	
Part-time-----	9.0	44.1	31.1	12.6	3.2	222	2.56	3.59*
Unemployed-----	15.7	40.3	31.5	10.5	2.0	947	2.43	
Household size:								
1 or 2 persons-----	14.2	41.3	32.6	9.5	2.4	697	2.44	
3 or 4-----	12.3	40.4	32.2	12.7	2.3	683	2.52	1.23
5 or more-----	15.2	37.6	34.4	9.9	2.9	375	2.48	
Education:								
0 to 11th grade-----	21.0	37.3	32.6	7.5	1.6	509	2.31	
High school graduate-----	12.6	42.3	32.3	10.4	2.4	674	2.48	17.90**
1 or more years of college-----	8.1	40.1	33.0	15.3	3.5	543	2.66	
Occupation:								
Retired, student, ant the like--	14.7	39.3	33.9	9.7	2.4	496	2.46	
White collar-----	9.7	41.7	33.6	13.1	2.0	611	2.56	3.04*
Blue collar-----	16.6	39.4	31.3	9.7	3.0	658	2.43	
Income:								
Under \$5,000-----	23.0	32.7	31.3	10.8	2.3	352	2.37	
\$5,000 - \$14,999-----	11.9	43.9	32.5	9.3	2.4	765	2.46	6.33**
\$15,000 and over-----	8.2	42.6	33.3	12.6	3.3	451	2.60	
Racial/ethnic groups:								
White-----	12.6	42.1	32.2	10.7	2.4	1526	2.48	.02
Other1/-----	20.5	29.0	34.8	12.5	3.1	224	2.49	
Community type:								
Central city-----	15.7	36.8	34.1	11.0	2.5	484	2.48	
Suburban-----	12.2	41.4	32.0	11.8	2.7	829	2.51	.96
Rural-----	14.2	41.6	33.0	9.1	2.2	452	2.44	
Consumer activists:								
Activists-----	8.6	39.7	33.8	15.0	2.9	755	2.64	
Nonactivists-----	17.4	40.5	32.1	7.8	2.2	1010	2.37	35.47**

*Differences between subgroup means are significant at the .95 level of confidence.

**Differences between subgroup means are significant at the .99 level of confidence.

1/ For statistical purposes includes Blacks, Latin Americans, Orientals, American Indians, and certain other racial/ethnic groups.

Table 17--Satisfaction with foodstores, by 10 demographic variables

Variable	: : Always : sat. :	: Almost : always : sat. :	: Some- : times : sat. :	: Rarely : sat. :	: Never : sat. :	: : Obser- : vations :	: Average: : dissat.: : score :	F value
	Percent					Number		
Region:								
Northeast-----	13.4	51.6	26.1	8.0	0.9	463	2.31	
North-Central-----	12.8	61.3	19.8	5.0	1.0	499	2.20	
South-----	22.2	44.7	26.0	4.3	2.8	535	2.21	3.10**
West-----	14.2	62.0	19.8	3.4	0.6	324	2.14	
Age:								
34 and under-----	10.0	53.2	29.4	5.4	2.1	633	2.36	
35-54-----	14.2	57.1	22.0	5.5	1.2	650	2.23	22.29**
55 and over-----	25.3	51.5	17.4	4.9	0.9	530	2.04	
Employment of homemaker:								
Full-time-----	13.3	53.2	26.4	5.6	1.5	603	2.29	
Part-time-----	10.1	60.5	21.9	6.1	1.3	228	2.28	4.43*
Unemployed-----	18.8	53.1	21.9	4.8	1.4	978	2.17	
Household size:								
1 or 2 persons-----	20.0	52.3	20.4	6.2	1.1	729	2.16	
3 or 4-----	13.9	54.4	25.2	4.9	1.6	698	2.26	3.31*
5 or more-----	12.2	57.0	24.5	4.4	1.8	384	2.27	
Education:								
0 to 11th grade-----	25.5	44.4	21.0	6.6	2.6	534	2.16	
High school graduate-----	13.1	57.5	23.8	4.4	1.1	697	2.23	2.58
1 or more years of college-----	9.6	59.6	24.5	5.5	0.4	550	2.28	
Occupation:								
Retired, student, and the like--	22.6	48.4	19.9	7.3	1.9	523	2.18	
White collar-----	9.6	60.6	25.2	3.7	0.8	622	2.25	1.24
Blue collar-----	16.7	52.5	24.0	5.2	1.6	676	2.22	
Income:								
Under \$5,000-----	28.8	39.4	22.9	5.4	3.5	371	2.16	
\$5,000 - \$14,999-----	13.7	57.2	23.0	5.1	1.0	787	2.22	1.84
\$15,000 and over-----	8.5	62.4	23.4	5.0	0.7	457	2.27	
Racial/ethnic group:								
White-----	15.1	56.5	22.3	5.1	1.0	1574	2.20	7.26**
Other1/-----	21.6	37.5	29.3	6.9	4.7	232	2.36	
Community type:								
Central city-----	16.1	47.4	26.7	7.4	2.4	502	2.33	
Suburban-----	13.6	59.8	21.0	4.5	1.1	843	2.19	6.07**
Rural-----	20.0	51.1	23.5	4.4	1.1	476	2.16	
Consumer activists:								
Activists-----	6.7	56.1	27.9	7.7	1.7	779	2.41	
Nonactivists-----	22.9	52.6	19.8	3.5	1.2	1042	2.08	77.90**

*Differences between subgroup means are significant at the .95 level of confidence.

**Differences between subgroup means are significant at the .99 level of confidence.

1/ For statistical purposes includes Blacks, Latin Americans, Orientals, American Indians, and certain other racial/ethnic groups.

Table 18--Satisfaction with price information available in foodstores,
by 10 demographic variables

Variable	: : Always : sat.	: Almost : always : sat.	: Some- : times : sat.	: Rarely : sat.	: Never : sat.	: Obser- : vation	: Average : dissat. : score	F value
	Percent					Number		
Region:								
Northeast-----	14.7	41.6	28.4	12.1	3.2	462	2.48	
North-Central-----	16.1	46.7	24.3	9.7	3.2	497	2.37	
South-----	21.5	36.7	24.7	12.2	4.9	534	2.42	2.06
West-----	16.7	49.1	24.1	7.4	2.8	324	2.31	
Age:								
4 and under-----	14.1	43.7	26.3	12.7	3.2	630	2.47	
35 - 54-----	16.7	44.3	24.0	10.1	4.0	653	2.42	5.13**
55 and over-----	22.4	40.6	25.4	8.9	2.7	527	2.29	
Employment of homemaker:								
Full-time-----	15.2	42.1	25.3	13.2	4.1	604	2.49	
Part-time-----	15.8	45.2	23.2	12.7	3.1	228	2.41	4.19*
Unemployed-----	19.3	43.0	25.7	8.5	3.5	973	2.34	
Household size:								
1 or 2 persons-----	19.6	43.5	23.6	10.4	2.7	728	2.33	
3 or 4-----	15.6	43.4	26.4	10.5	4.2	698	2.44	2.87
5 or more-----	17.1	40.7	26.8	11.3	4.2	381	2.45	
Education:								
0 to 11th grade-----	21.6	35.3	25.9	12.0	5.1	532	2.44	
High school graduate-----	17.5	43.5	26.1	9.6	3.3	697	2.38	.51
1 or more years of college-----	13.7	48.7	23.5	11.3	2.7	548	2.40	
Occupation:								
Retired, student, and the like--	18.1	40.5	28.1	8.9	4.4	519	2.41	
White collar-----	16.7	46.9	24.6	9.8	2.1	623	2.33	2.31
Blue collar-----	17.6	41.0	24.1	12.7	4.4	675	2.45	
Income:								
Under \$5,000-----	21.5	34.2	25.5	13.9	4.9	368	2.46	
\$5,000 - \$14,999-----	17.2	43.8	25.3	9.8	3.9	787	2.40	2.19
15,000 and over-----	16.0	49.6	22.6	10.1	1.8	456	2.32	
Racial/ethnic groups:								
White-----	17.6	44.9	24.9	9.8	2.8	1572	2.35	
Other1/------	16.5	27.8	30.0	16.5	9.1	230	2.74	30.13**
Community type:								
Central city-----	15.6	37.8	30.0	11.6	5.0	500	2.52	
Suburban-----	17.4	46.4	23.2	11.2	1.9	841	2.34	5.60**
Rural-----	19.5	42.0	24.6	8.6	5.3	476	2.38	
Consumer activists:								
Activists-----	12.7	42.7	26.6	13.8	4.2	778	2.54	
Nonactivists-----	21.0	43.0	24.5	8.3	3.2	1039	2.30	26.15**

*Differences between subgroup means are significant at the .95 level of confidence.

**Differences between subgroup means are significant at the .99 level of confidence.

1/ For statistical purposes includes Blacks, Latin Americans, Orientals, American Indians, and certain other racial/ethnic groups.

Table 19--Satisfaction with reliability of information in ads sponsored by foodstores, by 10 demographic variables

Variable	: : Always: sat. :	: Almost: sat. :	: Some- times: sat. :	: Rarely: sat. :	: Never: sat. :	: Obser- vations:	: Average: dissat.: score :	F value
	Percent					Number		
Region:								
Northeast-----	14.6	40.6	33.5	8.6	2.6	465	2.44	
North-Central-----	15.4	51.7	21.6	9.9	1.4	495	2.30	
South-----	22.0	40.5	26.1	8.9	2.5	528	2.29	2.60*
West-----	15.9	45.5	30.8	7.2	0.6	321	2.31	
Age:								
34 and under-----	15.1	44.6	28.0	10.0	2.2	628	2.40	
35-54-----	15.5	46.7	27.7	8.1	2.0	653	2.34	3.71*
55 and over-----	21.8	41.8	27.0	8.0	1.3	522	2.25	
Employment of homemaker:								
Full-time-----	15.5	45.3	28.6	8.0	2.7	601	2.37	
Part-time-----	12.8	42.3	30.4	14.5	0.0	227	2.46	4.59*
Unemployed-----	19.5	44.6	26.3	7.9	1.7	969	2.28	
Household size:								
1 or 2 persons-----	18.6	45.1	26.5	8.1	1.7	720	2.29	
3 or 4-----	16.0	44.9	27.9	9.8	1.4	695	2.36	1.57
5 or more-----	17.2	42.2	29.2	8.3	3.1	384	2.38	
Education:								
0 to 11th grade-----	21.8	37.6	28.5	9.5	2.7	527	2.34	
High school graduate-----	17.3	46.7	25.6	8.5	1.9	694	2.31	.62
1 or more years of college-----	13.0	47.8	29.6	8.6	1.1	548	2.37	
Occupation:								
Retired, student, and the like--	17.2	42.1	27.3	10.7	2.7	513	2.40	
White collar-----	15.7	48.3	27.9	6.9	1.1	623	2.29	1.86
Blue collar-----	18.6	42.8	27.6	9.1	1.9	673	2.33	
Income:								
Under \$5,000-----	21.6	36.1	25.4	12.8	4.1	366	2.42	
\$5,000 - \$14,999-----	16.1	45.9	28.0	8.9	1.1	785	2.33	2.64
\$15,000 and over-----	15.4	50.1	27.5	5.7	1.3	455	2.27	
Racial/ethnic group:								
White-----	17.0	46.9	26.7	7.8	1.6	1568	2.30	18.81**
Other1/-----	18.6	27.4	35.0	15.0	4.0	226	2.58	
Community type:								
Central city-----	16.7	37.1	32.1	11.0	3.0	498	2.47	
Suburban-----	17.1	47.9	25.3	8.0	1.7	841	2.29	6.96**
Rural-----	17.9	46.2	27.0	7.9	1.1	470	2.28	
Consumer activists:								
Activists-----	13.0	42.7	29.9	12.2	2.2	776	2.48	
Nonactivists-----	20.3	45.9	25.9	6.2	1.6	1033	2.23	32.23**

*Differences between subgroup means are significant at the .95 level of confidence.

**Differences between subgroup means are significant at the .99 level of confidence.

1/ For statistical purposes includes Blacks, Latin Americans, Orientals, American Indians, and certain other racial/ethnic groups.

Table 20--Satisfaction with information available in foodstores about
freshness of food products, by 10 demographic variables

Variable	: Always : sat.	: Almost : sat.	: Some- : times : sat.	: Rarely : sat.	: Never : sat.	: Obser- : vations :	: Average : dissat. : score :	F : value
	<u>Percent</u>						<u>Number</u>	
Region:								
Northeast-----	12.6	33.8	34.0	15.6	3.9	467	2.64	
North-Central-----	13.4	41.2	29.2	13.6	2.6	500	2.50	
South-----	16.8	36.3	30.1	13.6	3.2	531	2.50	4.60**
West-----	14.6	47.7	25.5	9.3	2.8	321	2.38	
Age:								
34 and under-----	11.3	35.7	32.4	17.5	3.2	630	2.66	
35-54-----	11.0	40.5	32.1	12.7	3.8	655	2.58	23.55**
55 and over-----	22.3	41.1	25.0	9.3	2.3	528	2.28	
Employment of homemaker:								
Full-time-----	9.2	39.4	30.6	16.5	4.3	601	2.67	
Part-time-----	12.3	36.8	33.3	14.9	2.6	228	2.58	14.28**
Unemployed-----	18.3	39.1	29.0	11.0	2.6	978	2.40	
Household size:								
1 or 2 persons-----	17.4	39.4	28.3	12.5	2.5	729	2.43	
3 or 4-----	12.6	37.2	31.8	14.8	3.6	696	2.59	5.08**
5 or more-----	12.2	41.1	30.5	12.5	3.6	384	2.54	
Education:								
0 to 11th grade-----	21.8	37.1	27.7	10.2	3.2	531	2.36	
High school graduate-----	13.6	39.2	30.4	13.8	3.0	697	2.53	12.88**
1 or more years of college-----	8.2	39.9	32.5	16.0	3.4	551	2.66	
Occupation:								
Retired, student, and the like--	18.7	42.6	25.4	10.4	2.9	519	2.36	
White collar-----	10.4	38.9	32.7	14.4	3.5	624	2.61	9.60**
Blue collar-----	14.8	36.4	31.2	14.6	3.0	676	2.55	
Income:								
Under \$5,000-----	24.6	35.7	24.9	11.6	3.2	370	2.33	
\$5,000 - \$14,999-----	12.1	39.7	31.1	14.0	3.2	788	2.56	8.41**
\$15,000 and over-----	10.0	40.8	31.7	14.6	2.8	458	2.59	
Racial/ethnic group:								
White-----	13.8	40.4	29.5	13.3	3.0	1575	2.51	.62
Other1/-----	18.3	28.8	34.5	14.4	3.9	229	2.57	
Community type:								
Central city-----	13.8	33.3	33.3	16.2	3.4	501	2.62	
Suburban-----	13.9	41.0	30.3	11.8	3.0	844	2.49	3.99**
Rural-----	16.0	41.6	26.2	13.1	3.2	474	2.46	
Consumer Activists:								
Activists-----	9.8	36.8	32.2	17.1	4.1	783	2.69	
Nonactivists-----	17.9	40.7	28.5	10.5	2.4	1036	2.39	40.25**

*Differences between subgroup means are significant at the .95 level of confidence.

**Differences between subgroup means are significant at the .99 level of confidence.

1/ For statistical purposes includes Blacks, Latin Americans, Orientals, American Indians, and certain other racial/ethnic groups.

Table 21--Consumer satisfaction with prepared or convenience food products
and their attributes, 602 respondents

Variable	: Always : sat.	: Almost : always : sat.	: Some- : times : sat.	: Rarely : sat.	: Never : sat.	: Obser- : vations	: Average : dissat. : score
	Percent					Number	
Frozen TV dinners	12.1	39.9	31.5	13.6	2.9	273	2.55
Price	10.2	28.5	34.4	15.4	11.5	305	2.90
Taste	16.8	27.7	35.3	15.8	4.3	303	2.63
Healthfulness	16.2	35.0	31.3	12.8	4.7	297	2.55
Selection	26.3	44.1	20.7	6.9	2.0	304	2.14
Ease of preparation	54.3	32.2	9.5	3.3	0.7	304	1.64
Size of portions	17.8	28.4	28.4	16.5	8.9	303	2.70
Truthfulness of picture and label	22.0	29.9	27.3	17.1	3.6	304	2.50
Ready-to-eat-puddings	25.2	43.4	20.3	9.8	1.4	143	2.19
Price	12.8	25.6	32.3	20.1	9.1	164	2.87
Taste	29.9	35.4	22.6	8.5	3.7	164	2.21
Packaging	29.9	42.7	23.2	4.3	0	164	2.02
Healthfulness	18.5	43.2	24.1	9.9	4.3	162	2.38
Choice of flavors	31.3	39.9	21.5	6.1	1.2	163	2.06
Baby food	25.6	43.6	24.4	5.1	1.3	78	2.13
Price	14.9	26.6	33.0	18.1	7.4	94	2.77
Taste	23.7	39.8	25.8	8.6	2.2	93	2.26
Packaging	34.0	47.9	16.0	1.1	1.1	94	1.87
Healthfulness	31.9	42.6	16.0	7.4	2.1	94	2.05
Freshness	29.8	42.6	24.5	3.2	0	94	2.01
Ease of preparation	47.3	39.8	9.7	3.2	0	93	1.69
Frozen vegetables boiled in bag	22.2	50.6	19.4	6.1	1.7	180	2.14
Price	4.7	18.5	36.1	24.9	16.1	205	3.30
Taste	30.9	40.2	23.0	3.4	2.5	204	2.06
Packaging	44.6	33.3	15.7	3.9	2.5	204	1.86
Healthfulness	23.6	42.2	28.6	2.5	3.0	199	2.19
Choice of package sizes	15.7	40.7	26.0	15.2	2.5	204	2.48
Ease of preparation	49.8	33.0	13.8	2.0	1.5	203	1.72
Toaster pastries or tarts	17.5	36.1	33.5	8.2	4.6	194	2.46
Price	6.9	18.4	36.4	23.5	14.7	217	3.21
Taste	22.6	33.2	28.1	9.2	6.9	217	2.45
Packaging	26.7	47.5	21.2	3.7	0.9	217	2.05
Healthfulness	14.4	31.5	32.9	13.9	7.4	216	2.68
Choice of flavors	29.6	40.7	22.2	5.6	1.9	216	2.09
Ease of preparation	46.3	41.2	7.9	3.2	1.4	216	1.72
Products added to fresh meat	11.6	33.9	36.9	13.7	3.9	233	2.64
Price	10.0	21.9	36.7	20.7	10.8	251	3.00
Taste	12.0	35.5	35.1	13.5	4.0	251	2.62
Healthfulness	17.8	30.6	36.0	11.2	4.5	242	2.54
Choice of package size	23.2	36.4	28.8	8.8	2.8	250	2.32
Ease of preparations	34.0	46.0	18.0	2.0	0	250	1.88
Contents' supply servings indicated	21.7	30.9	25.3	17.3	4.8	249	2.53

*Some respondents did not purchase or use the products.

Table 22--Consumer satisfaction with fresh vegetable products
and their attributes, 622 respondents

Variable	: : Always : sat.	: Almost : always : sat.	: Some- : times : sat.	: Rarely : sat.	: Never : sat.	: Obser- : vations	: Average : dissat. : score
	Percent					Number	
<u>Regular iceberg lettuce</u>	9.2	40.9	37.1	11.9	1.0	523	2.54
Price	4.9	17.6	37.8	24.8	14.9	556	3.27
Taste	17.0	43.3	31.3	7.0	1.4	559	2.33
Packaging	20.3	41.3	25.1	12.1	1.3	553	2.33
Appearance	12.0	37.1	40.5	9.1	1.3	558	2.50
Freshness	12.3	42.3	33.9	10.5	0.9	560	2.45
<u>Fresh potatoes</u>	11.5	40.8	36.4	8.3	3.0	530	2.51
Price	4.3	12.4	28.4	28.1	26.8	563	3.61
Taste	17.4	48.3	28.2	5.3	0.7	563	2.24
Packaging	19.7	40.1	26.3	11.4	2.5	563	2.37
Selection	16.8	40.3	29.2	12.5	1.2	561	2.41
Appearance	11.7	43.5	36.0	7.4	1.4	566	2.44
<u>Fresh tomatoes</u>	4.7	23.6	44.7	24.4	2.7	488	2.97
Price	2.5	8.1	31.2	34.2	24.0	520	3.69
Taste	6.1	21.1	44.1	24.6	4.0	521	2.99
Packaging	14.7	34.7	32.4	13.8	4.5	516	2.58
Availability	11.9	33.9	31.8	17.1	5.2	519	2.70
Appearance	7.1	28.3	44.8	16.0	3.8	520	2.81
Ripeness	6.1	21.9	39.0	28.0	5.0	521	3.04

*Some respondents did not purchase or use the products.

Table 23--Consumer satisfaction with meat and poultry products
and their attributes, 607 respondents

Variable	: :Always: : sat.	:Almost: : sat.	:Some-: : times: : sat.	: : Rarely: : sat.	: : Never: : sat.	: : Obser- : vations:	:Average : dissat. : score
	Percent					Number	
Beef-----	14.9	39.8	35.2	8.5	1.6	503	2.42
Price-----	5.2	5.4	20.2	29.1	40.0	573	3.93
Taste-----	18.8	45.8	28.0	6.1	1.2	574	2.25
Packaging-----	24.7	39.8	24.7	7.9	3.0	571	2.25
Selection-----	23.0	37.1	27.4	10.3	2.3	574	2.32
Freshness-----	25.8	46.9	20.9	4.9	1.4	573	2.09
Amount of fat-----	11.2	21.0	40.0	19.9	7.2	572	2.90
Tenderness-----	13.9	32.8	36.6	14.1	2.6	576	2.59
Chicken-----	22.3	48.9	25.2	3.1	.6	493	2.11
Price-----	9.5	21.8	36.6	15.7	16.4	579	3.08
Taste-----	28.0	47.8	18.7	4.0	1.5	582	2.03
Packaging-----	28.0	42.2	19.2	6.2	4.3	578	2.17
Selection-----	28.3	43.6	21.0	4.8	2.2	580	2.09
Freshness-----	28.4	44.6	21.7	4.5	.9	581	2.05
Tenderness-----	26.9	50.6	19.3	2.4	.9	581	2.00
Lamb-----	16.8	44.2	30.1	7.1	1.8	113	2.33
Price-----	6.9	13.7	25.2	22.9	31.3	131	3.58
Taste-----	26.2	43.1	23.1	4.6	3.1	130	2.15
Packaging-----	21.3	47.2	22.0	3.9	5.5	127	2.25
Selection-----	16.9	26.2	33.1	16.2	7.7	130	2.72
Freshness-----	22.3	47.4	20.8	6.2	3.1	130	2.20
Amount of fat-----	14.8	28.1	37.5	12.5	7.0	128	2.69
Tenderness-----	18.3	47.3	28.2	5.3	.8	131	2.23
Pork-----	14.0	49.3	30.8	4.4	1.4	428	2.30
Price-----	3.0	12.2	30.7	27.6	26.4	492	3.62
Taste-----	23.2	47.2	24.8	3.7	1.2	492	2.13
Packaging-----	25.5	42.0	21.8	6.1	4.5	490	2.22
Selection-----	20.6	33.1	29.7	9.5	2.2	495	2.35
Freshness-----	23.5	51.4	22.0	4.0	1.0	494	2.08
Amount of fat-----	10.7	23.2	39.4	16.4	10.3	495	2.93
Tenderness-----	20.9	46.7	26.2	4.9	1.2	492	2.19

*Some respondents did not purchase or use the products.

Table 24--Consumer satisfaction with fresh fruits and their attributes, 622 respondents

Variable	: : Always : sat.	: Almost : always : sat.	: Some- : times : sat.	: Rarely : sat.	: Never : sat.	: Obser- : vations	: Average : dissat. : score
	Percent					Number	
Fresh apples-----	15.0	49.4	27.5	7.4	0.7	541	2.30
Price-----	3.2	18.1	35.1	26.9	16.7	558	3.36
Taste-----	17.4	41.1	32.4	8.1	1.6	559	2.34
Packaging-----	23.8	40.2	22.7	9.5	3.8	555	2.29
Selection-----	18.0	40.3	29.4	10.5	1.8	561	2.38
Appearance-----	20.3	48.0	25.6	5.2	0.9	562	2.18
Crispness-----	15.4	39.6	32.9	10.5	1.6	560	2.43
Fresh oranges-----	11.7	44.7	34.0	6.0	0.6	497	2.33
Price-----	5.2	19.8	33.6	26.4	15.0	535	3.26
Taste-----	17.0	42.0	31.0	9.3	0.7	536	2.35
Packaging-----	24.2	42.8	23.1	7.1	2.8	533	2.22
Selection-----	23.1	40.9	27.4	7.5	1.1	536	2.23
Appearance-----	21.5	49.8	22.9	5.2	0.6	538	2.14

*Some respondents did not purchase or use the products.

Table 25--Consumer satisfaction with processed fruit and vegetable products and their attributes, 602 respondents

Variable	: Always sat.	: Almost always sat.	: Sometimes sat.	: Rarely sat.	: Never sat.	: Observations	: Average dissat. score
	Percent					Number	
<u>Canned corn</u>	32.2	49.0	16.6	1.6	0.7	447	1.90
Price	13.0	33.1	34.5	12.6	6.9	478	2.67
Taste	32.8	44.2	20.6	2.1	0.2	475	1.93
Healthfulness	34.9	41.7	18.3	3.8	1.3	470	1.95
Size of can	41.6	45.8	10.5	1.7	0.4	478	1.73
Amount of solids vs. liquid	30.5	43.7	20.1	4.8	0.8	478	2.02
<u>Canned tomatoes</u>	27.2	52.0	18.0	2.5	0.3	356	1.97
Price	12.4	33.2	31.3	13.2	9.8	386	2.75
Taste	27.9	53.4	17.4	1.3	0	384	1.92
Healthfulness	31.8	50.9	13.9	2.1	1.3	381	1.90
Selection	40.7	44.3	13.0	1.6	0.5	386	1.77
Amount of solids vs. liquid	25.4	44.6	22.3	7.0	0.8	386	2.13
Appearance	29.9	49.0	18.5	2.6	0	384	1.94
<u>Frozen vegetables</u>	21.7	56.9	18.2	1.9	1.2	411	2.04
Price	11.6	34.3	31.6	16.8	7.7	440	2.77
Taste	32.3	45.4	17.6	3.6	1.1	443	1.96
Healthfulness	31.7	47.6	17.3	2.3	1.1	439	1.94
Selection	35.4	46.0	13.8	3.8	0.9	443	1.89
Ease of preparation	50.1	41.5	6.1	2.0	0.2	443	1.61
<u>Canned peaches</u>	31.6	49.7	16.7	1.3	0.7	455	1.90
Price	10.3	25.5	33.9	20.1	10.3	487	2.95
Taste	33.9	43.7	19.9	1.6	0.8	487	1.92
Healthfulness	36.1	43.4	16.1	2.7	1.7	477	1.91
Selection	44.5	42.2	9.8	2.2	1.0	488	1.73
Amount of solids vs. syrup	22.8	41.3	25.0	8.5	2.4	492	2.27
Sweetness	32.2	37.9	15.0	8.2	3.7	488	2.13
<u>Frozen orange juice</u>	41.4	45.1	10.5	2.3	0.7	437	1.76
Price	18.1	30.1	29.6	14.6	7.7	452	2.63
Taste	43.6	42.7	9.6	3.1	1.1	450	1.76
Healthfulness	42.0	44.7	10.7	1.6	1.1	450	1.75
Selection	52.2	36.9	8.4	2.0	0.4	452	1.62
Ease of preparation	65.0	28.8	6.0	0	0.2	452	1.42
<u>Canned fruit juice</u>	33.2	46.3	16.5	2.9	1.2	419	1.93
Price	11.4	28.4	31.4	16.4	12.5	440	2.90
Taste	37.6	42.8	13.7	3.9	2.1	439	1.90
Healthfulness	37.9	39.9	15.9	4.3	2.0	441	1.93
Selection	43.3	42.6	10.2	3.2	0.7	441	1.75

*Some respondents did not buy or use the products.

Table 26--Consumer satisfaction with bakery and cereal products
and their attributes, 622 respondents

Variable	: : Always : sat.	: Almost : always : sat.	: Some- : times : sat.	: Rarely : sat.	: Never : sat.	: Obser- : vations	: Average : dissat. : score
	Percent					Number	
<u>Bread</u>	31.4	49.5	15.0	3.3	0.8	602	1.93
Price	8.1	19.2	29.8	22.3	20.7	605	3.28
Taste	39.5	41.8	14.0	4.1	0.5	607	1.84
Packaging	42.9	41.4	12.3	2.2	1.3	604	1.78
Healthfulness	34.5	41.0	17.6	4.4	2.5	597	1.99
Selection	37.8	41.7	15.4	3.6	1.5	609	1.89
Freshness	37.4	46.0	13.1	2.6	0.8	609	1.83
<u>Packaged cake mixes</u>	36.7	47.4	14.0	2.0	0	401	1.81
Price	13.8	29.9	31.5	14.1	10.7	448	2.78
Taste	35.4	47.0	15.1	2.2	0.2	449	1.85
Packaging	44.5	46.5	7.6	0.3	0	447	1.66
Healthfulness	27.7	41.1	22.3	5.2	3.6	440	2.16
Selection	46.9	40.0	11.2	1.8	0.2	448	1.68
Ease of preparation	53.2	37.4	8.0	0.9	0.4	449	1.58
<u>Cookies</u>	24.2	47.1	22.7	5.1	0.8	471	2.11
Price	8.0	18.8	33.2	23.6	16.4	500	3.22
Taste	29.0	41.8	22.6	5.8	0.8	500	2.08
Packaging	38.0	41.6	14.8	5.2	0.4	500	1.88
Healthfulness	21.7	33.2	30.4	10.9	3.8	494	2.42
Selection	39.4	39.6	17.0	3.4	0.5	500	1.86
<u>Breakfast cereals</u>	31.5	47.7	18.9	1.3	0.6	476	1.92
Price	8.3	18.8	30.6	23.2	19.1	517	3.26
Taste	34.8	45.5	16.4	2.9	0.4	517	1.89
Packaging	40.4	43.3	12.6	2.7	1.0	517	1.80
Healthfulness	32.5	35.6	19.6	8.9	3.3	514	2.15
Selection	49.0	37.0	11.3	1.8	1.0	514	1.69

*Some respondents did not buy or use the products.

Table 27--Consumer satisfaction with dairy products and eggs and their attributes, 607 respondents

Variable	: sat.	: sat.	: sat.	: sat.	: sat.	: sat.	: Average : dissat. : score
	Percent					Number	
Margarine	48.3	42.0	7.9	1.2	0.6	507	1.64
Price	17.7	25.3	26.7	15.9	14.4	554	2.84
Taste	52.9	35.9	8.3	2.2	0.7	554	1.62
Packaging	63.9	30.5	3.9	1.3	0.4	557	1.44
Healthfulness	44.6	33.9	14.9	4.6	1.8	542	1.85
Ease of spreading	51.1	35.4	11.4	1.4	0.7	554	1.65
Butter	46.0	43.3	9.5	0.8	0.4	203	1.66
Price	12.0	15.5	27.3	19.4	25.9	607	3.32
Taste	48.4	37.7	10.1	2.9	1.0	308	1.70
Packaging	55.7	33.3	8.1	1.6	1.3	309	1.60
Healthfulness	48.7	35.1	9.6	3.6	3.0	302	1.77
Freshness	44.2	39.0	14.0	1.9	1.0	308	1.78
Ease of spreading	33.6	33.6	17.9	11.7	3.3	307	2.18
Cheese and cheese products	28.0	57.1	12.4	2.0	0.6	510	1.90
Price	8.9	19.1	27.1	22.4	22.4	575	3.30
Taste	34.6	50.9	11.9	1.0	1.6	578	1.84
Packaging	43.7	40.1	13.4	1.7	1.0	574	1.76
Healthfulness	48.6	42.2	7.8	1.1	0.4	566	1.62
Selection	40.9	39.7	14.3	4.2	1.0	575	1.85
Ice cream	30.7	46.6	17.0	2.6	1.1	453	1.93
Price	14.3	35.1	29.9	16.9	13.8	509	2.91
Taste	37.0	39.7	18.3	3.5	1.6	511	1.93
Packaging	40.6	38.4	16.1	3.7	1.2	510	1.86
Healthfulness	40.0	38.2	15.4	4.4	2.0	500	1.90
Selection	34.1	33.7	23.7	6.1	2.5	511	2.09
Smoothness or creaminess	36.3	41.2	18.4	2.7	1.4	510	1.92
Fresh milk	42.7	43.5	9.4	3.3	1.2	520	1.77
Price	8.1	13.6	20.2	26.4	31.7	580	3.60
Taste	49.0	37.4	10.2	2.2	1.2	580	1.69
Packaging	49.7	35.2	10.4	3.5	1.2	577	1.71
Healthfulness	58.3	33.5	5.7	2.1	0.3	576	1.53
Freshness	39.4	40.8	16.2	2.6	1.0	581	1.85
Fresh eggs	30.9	47.9	17.4	3.5	0.4	512	1.95
Price	9.6	13.7	24.7	23.0	29.0	575	3.48
Taste	46.0	37.5	12.2	2.6	0.9	573	1.73
Packaging	49.5	34.8	11.9	2.4	1.4	572	1.72
Healthfulness	51.5	36.1	9.6	2.0	0.9	563	1.65
Selection	40.9	40.6	12.7	4.7	1.0	574	1.84
Freshness	41.8	35.9	17.4	3.1	1.7	574	1.87

*Some respondents did not buy or use the products.

APPENDIX

Appendix table--Pattern of consumer activism by nine demographic variables

Variable	Activists	Nonactivists
	<u>Percent</u>	
All respondents	43	57
<u>Region:</u>		
Northeast	50	50
North Central	44	56
South	36	64
West	42	58
<u>Age:</u>		
34 and under	46	54
35-54	49	51
55 and over	32	68
<u>Employment of homemaker:</u>		
Full-time	44	56
Part-time	48	52
Unemployed	41	59
<u>Household size:</u>		
1 or 2 persons	34	66
3 or 4	49	51
5 or more	47	53
<u>Education:</u>		
0 to 11th grade	31	69
High school graduate	46	54
1 or more years of college	51	49
<u>Occupation:</u>		
Retired, student, and the like	32	68
White collar	53	47
Blue collar	41	59
<u>Income:</u>		
Under \$5,000	29	71
\$5,000 - \$14,999	42	58
\$15,000 and over	56	44
<u>Racial/ethnic group:</u>		
White	44	56
Other ^{1/}	38	62
<u>Community type:</u>		
Central city	40	60
Suburban	47	53
Rural	38	62

1/ For statistical purposes includes Blacks, Latin Americans, Orientals, American Indians, and certain other racial/ethnic groups.

YOUR OVERALL FEELINGS ABOUT FOOD PRODUCTS AND FOOD STORES

FOOD PRODUCTS

1. All in all, how satisfied are you with the food products you buy for your household? *Please circle the letter that comes closest to your feelings.*

ALWAYS SATISFIED	ALMOST ALWAYS SATISFIED	SOMETIMES SATISFIED	RARELY SATISFIED	NEVER SATISFIED
A	B	C	D	E

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Please circle the letter that comes closest to showing how satisfied you are with each of the following:

2. The information on labels of cans, bottles and packages about the nutritional value of food products
3. The reliability and truthfulness of information in ads sponsored by manufacturers of food products (including ads in newspapers, magazines, radio and TV)
4. The information on labels of cans, bottles and packages about ingredients of food products

ALWAYS SATISFIED	ALMOST ALWAYS SATISFIED	SOMETIMES SATISFIED	RARELY SATISFIED	NEVER SATISFIED
A	B	C	D	E
A	B	C	D	E
A	B	C	D	E

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FOOD STORES

5. On the whole, how satisfied are you with the food stores where you do most of your shopping? *Please circle the letter that comes closest to your feelings.*

ALWAYS SATISFIED	ALMOST ALWAYS SATISFIED	SOMETIMES SATISFIED	RARELY SATISFIED	NEVER SATISFIED
A	B	C	D	E

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Please circle the letter that comes closest to showing how satisfied you are with each of the following:

6. The price information available to you in food stores where you do most of your shopping
7. The reliability and truthfulness of information in ads sponsored by food stores where you do most of your shopping
8. The information about freshness of perishable food products that is available to you in food stores where you do most of your shopping

ALWAYS SATISFIED	ALMOST ALWAYS SATISFIED	SOMETIMES SATISFIED	RARELY SATISFIED	NEVER SATISFIED
A	B	C	D	E
A	B	C	D	E
A	B	C	D	E

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YOUR FEELINGS ABOUT SOME GROUPS OF FOOD PRODUCTS

Please circle the letter that comes closest to showing how satisfied you are with each of the following product categories. Consider the product category as a whole, rather than individual products within the category.

9. <u>PREPARED OR CONVENIENCE FOODS</u>	ALWAYS SATISFIED	ALMOST ALWAYS SATISFIED	SOMETIMES SATISFIED	RARELY SATISFIED	NEVER SATISFIED	<u>129</u> 2
(For example: TV dinners, ready-to-eat puddings, baby food, canned soups, and so on)	A	B	C	D	E	130
10. <u>PROCESSED FRUITS AND VEGETABLES</u>	ALWAYS SATISFIED	ALMOST ALWAYS SATISFIED	SOMETIMES SATISFIED	RARELY SATISFIED	NEVER SATISFIED	
(For example: canned or frozen vegetables, fruits, fruit juices, and so on)	A	B	C	D	E	131
11. <u>FRESH VEGETABLES</u>	ALWAYS SATISFIED	ALMOST ALWAYS SATISFIED	SOMETIMES SATISFIED	RARELY SATISFIED	NEVER SATISFIED	
(For example: potatoes, tomatoes, lettuce, and so on)	A	B	C	D	E	132
12. <u>FRESH FRUITS</u>	ALWAYS SATISFIED	ALMOST ALWAYS SATISFIED	SOMETIMES SATISFIED	RARELY SATISFIED	NEVER SATISFIED	
(For example: apples, oranges, pears, peaches, and so on)	A	B	C	D	E	133
13. <u>BAKERY AND CEREAL PRODUCTS</u>	ALWAYS SATISFIED	ALMOST ALWAYS SATISFIED	SOMETIMES SATISFIED	RARELY SATISFIED	NEVER SATISFIED	
(For example: bread, cake mixes, cookies, cereal, and so on)	A	B	C	D	E	134
14. <u>DAIRY PRODUCTS AND EGGS</u>	ALWAYS SATISFIED	ALMOST ALWAYS SATISFIED	SOMETIMES SATISFIED	RARELY SATISFIED	NEVER SATISFIED	
(For example: milk, butter, cheese, eggs, and so on)	A	B	C	D	E	135
15. <u>MEAT AND POULTRY</u>	ALWAYS SATISFIED	ALMOST ALWAYS SATISFIED	SOMETIMES SATISFIED	RARELY SATISFIED	NEVER SATISFIED	
(For example: beef, pork, chicken, and so on)	A	B	C	D	E	136

THE NEXT FEW PAGES CONTAIN ADDITIONAL QUESTIONS
ABOUT SOME OF THESE SAME PRODUCT GROUPS.

FRESH FRUITS

CD3

<h2 style="margin: 0;">FRESH APPLES</h2>	<p>If you never buy fresh apples, please mark the box at the right, and go on to the product on the lower half of this page.</p>	<p>I NEVER BUY FRESH APPLES</p>	<div style="border: 1px solid black; padding: 5px; text-align: center;"> () </div>	<div style="border: 1px solid black; padding: 5px;">310</div> <div style="border: 1px solid black; padding: 5px;">2</div> <div style="border: 1px solid black; padding: 5px;">311</div>	
<p>1a. In general, how satisfied are you with the <u>fresh apples</u> you buy? Please <i>circle the letter.</i></p>	<div style="display: flex; justify-content: space-around; font-weight: bold; font-size: 0.8em;"> ALWAYS SATISFIED ALMOST ALWAYS SATISFIED SOMETIMES SATISFIED RARELY SATISFIED NEVER SATISFIED </div> <div style="display: flex; justify-content: space-around; font-weight: bold; font-size: 0.8em;"> A B C D E </div>				<div style="border: 1px solid black; padding: 5px;">312</div>
<p>Please circle the letter that comes closest to showing how satisfied you are with <u>each</u> of the following:</p>					
1b. Price of the fresh apples	<div style="display: flex; justify-content: space-around; font-weight: bold; font-size: 0.8em;"> ALWAYS SATISFIED ALMOST ALWAYS SATISFIED SOMETIMES SATISFIED RARELY SATISFIED NEVER SATISFIED </div> <div style="display: flex; justify-content: space-around; font-weight: bold; font-size: 0.8em;"> A B C D E </div>				<div style="border: 1px solid black; padding: 5px;">313</div>
1c. Selection of fresh apples available where you shop	<div style="display: flex; justify-content: space-around; font-weight: bold; font-size: 0.8em;"> ALWAYS SATISFIED ALMOST ALWAYS SATISFIED SOMETIMES SATISFIED RARELY SATISFIED NEVER SATISFIED </div> <div style="display: flex; justify-content: space-around; font-weight: bold; font-size: 0.8em;"> A B C D E </div>				<div style="border: 1px solid black; padding: 5px;">314</div>
1d. Taste	<div style="display: flex; justify-content: space-around; font-weight: bold; font-size: 0.8em;"> ALWAYS SATISFIED ALMOST ALWAYS SATISFIED SOMETIMES SATISFIED RARELY SATISFIED NEVER SATISFIED </div> <div style="display: flex; justify-content: space-around; font-weight: bold; font-size: 0.8em;"> A B C D E </div>				<div style="border: 1px solid black; padding: 5px;">315</div>
1e. Appearance	<div style="display: flex; justify-content: space-around; font-weight: bold; font-size: 0.8em;"> ALWAYS SATISFIED ALMOST ALWAYS SATISFIED SOMETIMES SATISFIED RARELY SATISFIED NEVER SATISFIED </div> <div style="display: flex; justify-content: space-around; font-weight: bold; font-size: 0.8em;"> A B C D E </div>				<div style="border: 1px solid black; padding: 5px;">316</div>
1f. Crispness	<div style="display: flex; justify-content: space-around; font-weight: bold; font-size: 0.8em;"> ALWAYS SATISFIED ALMOST ALWAYS SATISFIED SOMETIMES SATISFIED RARELY SATISFIED NEVER SATISFIED </div> <div style="display: flex; justify-content: space-around; font-weight: bold; font-size: 0.8em;"> A B C D E </div>				<div style="border: 1px solid black; padding: 5px;">317</div>
1g. Packaging	<div style="display: flex; justify-content: space-around; font-weight: bold; font-size: 0.8em;"> ALWAYS SATISFIED ALMOST ALWAYS SATISFIED SOMETIMES SATISFIED RARELY SATISFIED NEVER SATISFIED </div> <div style="display: flex; justify-content: space-around; font-weight: bold; font-size: 0.8em;"> A B C D E </div>				<div style="border: 1px solid black; padding: 5px;">318</div>

<h2 style="margin: 0;">FRESH ORANGES</h2>	<p>If you never buy fresh oranges, please mark the box at the right, and go on to the product on the next page.</p>	<p>I NEVER BUY ORANGES</p>	<div style="border: 1px solid black; padding: 5px; text-align: center;"> () </div>	<div style="border: 1px solid black; padding: 5px;">319</div>	
<p>2a. In general, how satisfied are you with the <u>fresh oranges</u> you buy? Please <i>circle the letter.</i></p>	<div style="display: flex; justify-content: space-around; font-weight: bold; font-size: 0.8em;"> ALWAYS SATISFIED ALMOST ALWAYS SATISFIED SOMETIMES SATISFIED RARELY SATISFIED NEVER SATISFIED </div> <div style="display: flex; justify-content: space-around; font-weight: bold; font-size: 0.8em;"> A B C D E </div>				<div style="border: 1px solid black; padding: 5px;">320</div>
<p>Please circle the letter that comes closest to showing how satisfied you are with <u>each</u> of the following:</p>					
2b. Packaging of the fresh oranges	<div style="display: flex; justify-content: space-around; font-weight: bold; font-size: 0.8em;"> ALWAYS SATISFIED ALMOST ALWAYS SATISFIED SOMETIMES SATISFIED RARELY SATISFIED NEVER SATISFIED </div> <div style="display: flex; justify-content: space-around; font-weight: bold; font-size: 0.8em;"> A B C D E </div>				<div style="border: 1px solid black; padding: 5px;">321</div>
2c. Appearance	<div style="display: flex; justify-content: space-around; font-weight: bold; font-size: 0.8em;"> ALWAYS SATISFIED ALMOST ALWAYS SATISFIED SOMETIMES SATISFIED RARELY SATISFIED NEVER SATISFIED </div> <div style="display: flex; justify-content: space-around; font-weight: bold; font-size: 0.8em;"> A B C D E </div>				<div style="border: 1px solid black; padding: 5px;">322</div>
2d. Selection of fresh oranges available where you shop	<div style="display: flex; justify-content: space-around; font-weight: bold; font-size: 0.8em;"> ALWAYS SATISFIED ALMOST ALWAYS SATISFIED SOMETIMES SATISFIED RARELY SATISFIED NEVER SATISFIED </div> <div style="display: flex; justify-content: space-around; font-weight: bold; font-size: 0.8em;"> A B C D E </div>				<div style="border: 1px solid black; padding: 5px;">323</div>
2e. Price	<div style="display: flex; justify-content: space-around; font-weight: bold; font-size: 0.8em;"> ALWAYS SATISFIED ALMOST ALWAYS SATISFIED SOMETIMES SATISFIED RARELY SATISFIED NEVER SATISFIED </div> <div style="display: flex; justify-content: space-around; font-weight: bold; font-size: 0.8em;"> A B C D E </div>				<div style="border: 1px solid black; padding: 5px;">324</div>
2f. Taste	<div style="display: flex; justify-content: space-around; font-weight: bold; font-size: 0.8em;"> ALWAYS SATISFIED ALMOST ALWAYS SATISFIED SOMETIMES SATISFIED RARELY SATISFIED NEVER SATISFIED </div> <div style="display: flex; justify-content: space-around; font-weight: bold; font-size: 0.8em;"> A B C D E </div>				<div style="border: 1px solid black; padding: 5px;">325</div>

FRESH VEGETABLES

ICEBERG (HEAD) LETTUCE	If you never buy iceberg lettuce, please mark the box at the right, and go on to the product on the lower half of this page.				I NEVER BUY ICEBERG LETTUCE ()	326
3a. In general, how satisfied are you with the <u>iceberg (head) lettuce</u> you buy? <i>Please circle the letter.</i>	ALWAYS SATISFIED	ALMOST ALWAYS SATISFIED	SOMETIMES SATISFIED	RARELY SATISFIED	NEVER SATISFIED	327
	A	B	C	D	E	
<i>Please circle the letter that comes closest to showing how satisfied you are with <u>each</u> of the following:</i>						
	ALWAYS SATISFIED	ALMOST ALWAYS SATISFIED	SOMETIMES SATISFIED	RARELY SATISFIED	NEVER SATISFIED	
3b. Freshness of the iceberg lettuce	A	B	C	D	E	328
3c. Appearance	A	B	C	D	E	329
3d. Price	A	B	C	D	E	330
3e. Packaging	A	B	C	D	E	331
3f. Taste	A	B	C	D	E	332

FRESH POTATOES	If you never buy fresh potatoes, please mark the box at the right, and go on to the product on the next page.				I NEVER BUY FRESH POTATOES ()	333
4a. In general, how satisfied are you with the <u>fresh potatoes</u> you buy? <i>Please circle the letter.</i>	ALWAYS SATISFIED	ALMOST ALWAYS SATISFIED	SOMETIMES SATISFIED	RARELY SATISFIED	NEVER SATISFIED	334
	A	B	C	D	E	
<i>Please circle the letter that comes closest to showing how satisfied you are with <u>each</u> of the following:</i>						
	ALWAYS SATISFIED	ALMOST ALWAYS SATISFIED	SOMETIMES SATISFIED	RARELY SATISFIED	NEVER SATISFIED	
4b. Appearance of the fresh potatoes	A	B	C	D	E	335
4c. Packaging	A	B	C	D	E	336
4d. Selection of potatoes available where you shop	A	B	C	D	E	337
4e. Taste	A	B	C	D	E	338
4f. Price	A	B	C	D	E	339

FRESH VEGETABLES

FRESH TOMATOES	If you never buy fresh tomatoes, please mark the box at the right, and go on to the next page.			I NEVER BUY FRESH TOMATOES ()		340
5a. In general, how satisfied are you with the <u>fresh tomatoes</u> you buy? Please circle the letter.	ALWAYS SATISFIED	ALMOST ALWAYS SATISFIED	SOMETIMES SATISFIED	RARELY SATISFIED	NEVER SATISFIED	341
	A	B	C	D	E	
<i>Please circle the letter that comes closest to showing how satisfied you are with <u>each</u> of the following:</i>						
	ALWAYS SATISFIED	ALMOST ALWAYS SATISFIED	SOMETIMES SATISFIED	RARELY SATISFIED	NEVER SATISFIED	
5b. Taste of the fresh tomatoes	A	B	C	D	E	342
5c. Price	A	B	C	D	E	343
5d. Ripeness	A	B	C	D	E	344
5e. Appearance	A	B	C	D	E	345
5f. Packaging	A	B	C	D	E	346
5g. Availability of tomatoes during the year at stores where you shop	A	B	C	D	E	347

FRFISH FRUITS AND VEGETABLES

6. Can you think of any other things about the fresh fruits and vegetables already discussed -- or about any other fresh fruits and vegetables -- that are not satisfactory?

1 NO → PLEASE SKIP TO THE LOWER HALF OF THIS PAGE

2 YES →

Please write the name of the product, and what it is that is not satisfactory, in the boxes below.

Name of product that is <u>not</u> satisfactory	What is it about the product that is <u>not</u> satisfactory?
Product #1	
Product #2	
Product #3	

348

349-
350

351-
352

353-
354

7. Can you think of any other things about the fresh fruits and vegetables already discussed -- or about any other fresh fruits and vegetables -- that are particularly satisfactory?

1 NO → PLEASE GO TO THE NEXT PAGE

2 YES →

Please write the name of the product, and what it is that is particularly satisfactory, in the boxes below.

Name of product that is <u>particularly</u> satisfactory	What is it about the product that is <u>particularly</u> satisfactory?
Product #1	
Product #2	
Product #3	

355

356-
357

358-
359

360-
361

BAKERY AND CEREAL PRODUCTS

CD2

BREAD	If you never buy bread, please mark the box at the right, and go on to the product on the lower half of this page.				I NEVER BUY BREAD ()	210 2 211
1a. In general, how satisfied are you with the <u>bread</u> you buy? <i>Please circle the letter.</i>	ALWAYS SATISFIED A	ALMOST ALWAYS SATISFIED B	SOMETIMES SATISFIED C	RARELY SATISFIED D	NEVER SATISFIED E	212
1b. Is the brand of bread you usually buy a manufacturer's brand or a store brand (private label)? <i>Please circle one number.</i>	1 Manufacturer's brand 2 Store brand 3 Don't know					213
<i>Please circle the letter that comes closest to showing how satisfied you are with each of the following:</i>						
1c. Freshness of the bread	A	B	C	D	E	214
1d. Selection of bread available where you shop	A	B	C	D	E	215
1e. Price	A	B	C	D	E	216
1f. Packaging	A	B	C	D	E	217
1g. Healthfulness	A	B	C	D	E	218
1h. Taste	A	B	C	D	E	219

PACKAGED CAKE MIXES	If you never buy packaged cake mixes, please mark the box at the right, and go on to the product on the next page.				I NEVER BUY CAKE MIXES ()	220
2a. In general, how satisfied are you with the <u>packaged cake mixes</u> you buy? <i>Please circle the letter.</i>	ALWAYS SATISFIED A	ALMOST ALWAYS SATISFIED B	SOMETIMES SATISFIED C	RARELY SATISFIED D	NEVER SATISFIED E	221
<i>Please circle the letter that comes closest to showing how satisfied you are with each of the following:</i>						
2b. Taste of the packaged cake mixes	A	B	C	D	E	222
2c. Healthfulness	A	B	C	D	E	223
2d. Packaging	A	B	C	D	E	224
2e. Selection of packaged cake mixes available where you shop	A	B	C	D	E	225
2f. Price	A	B	C	D	E	226
2g. Ease of preparation	A	B	C	D	E	227

BAKERY AND CEREAL PRODUCTS

COOKIES		If you never buy cookies, please mark the box at the right, and go on to the product on the lower half of this page.				I NEVER BUY COOKIES ()	228
3a.	In general, how satisfied are you with the <u>cookies</u> you buy? Please circle the letter.	ALWAYS SATISFIED	ALMOST ALWAYS SATISFIED	SOMETIMES SATISFIED	RARELY SATISFIED	NEVER SATISFIED	229
		A	B	C	D	E	
Please circle the letter that comes closest to showing how satisfied you are with <u>each</u> of the following:							
		ALWAYS SATISFIED	ALMOST ALWAYS SATISFIED	SOMETIMES SATISFIED	RARELY SATISFIED	NEVER SATISFIED	
3b.	Price of the cookies	A	B	C	D	E	230
3c.	Healthfulness	A	B	C	D	E	231
3d.	Selection of cookies available where you shop	A	B	C	D	E	232
3e.	Packaging	A	B	C	D	E	233
3f.	Taste	A	B	C	D	E	234

READY-TO-EAT BREAKFAST CEREALS		If you never buy read-to-eat breakfast cereals, please mark the box at the right, and go on to the next page.				I NEVER BUY BREAKFAST CEREALS ()	235
4a.	In general, how satisfied are you with the <u>ready-to-eat breakfast cereals</u> you buy? Please circle the letter.	ALWAYS SATISFIED	ALMOST ALWAYS SATISFIED	SOMETIMES SATISFIED	RARELY SATISFIED	NEVER SATISFIED	236
		A	B	C	D	E	
Please circle the letter that comes closest to showing how satisfied you are with <u>each</u> of the following:							
		ALWAYS SATISFIED	ALMOST ALWAYS SATISFIED	SOMETIMES SATISFIED	RARELY SATISFIED	NEVER SATISFIED	
4b.	Packaging of breakfast cereals	A	B	C	D	E	237
4c.	Taste	A	B	C	D	E	238
4d.	Healthfulness	A	B	C	D	E	239
4e.	Price	A	B	C	D	E	240
4f.	Selection of ready-to-eat breakfast cereals available where you shop	A	B	C	D	E	241

BAKERY AND CEREAL PRODUCTS

5. Can you think of any other things about the bakery and cereal products already discussed -- or about any other bakery and cereal products -- that are not satisfactory?

1 NO → PLEASE SKIP TO THE LOWER HALF OF THIS PAGE

2 YES →

Please write the name of the products, and what it is that is not satisfactory, in the boxes below.

Name of product that is <u>not</u> satisfactory	What is it about the product that is <u>not</u> satisfactory?
<u>Product #1</u>	
<u>Product #2</u>	
<u>Product #3</u>	

242

243-
244

245-
246

247-
248

6. Can you think of any other things about the bakery and cereal products already discussed -- or about any other bakery and cereal products -- that are particularly satisfactory?

1 NO → PLEASE GO TO THE NEXT PAGE

2 YES →

Please write the name of the products, and what it is that is particularly satisfactory, in the boxes below.

Name of product that is <u>particularly</u> satisfactory	What is it about the product that is <u>particularly</u> satisfactory?
<u>Product #1</u>	
<u>Product #2</u>	
<u>Product #3</u>	

249

250-
251

252-
253

254-
255

SOME BACKGROUND INFORMATION ABOUT YOU AND YOUR HOUSEHOLD

B1. During the past year, have there been times when you were dissatisfied with a specific food store, or food item that you purchased?

Please circle one number.

1 Yes

2 No

137

If yes, please circle the number that shows whether or not you have done any of the following to indicate your dissatisfaction:

a. Complained to the store

1 Yes

2 No

138

b. Complained to the manufacturer

1 Yes

2 No

139

c. Discussed your dissatisfaction with your friends or family

1 Yes

2 No

140

d. Complained to a government agency, congressman or to a consumer protection agency

1 Yes

2 No

141

e. Participated in a boycott of a store or product

1 Yes

2 No

142

f. Something else

Please explain in the box below

1 Yes

2 No

143

144

B2. What is your age? *Please circle one number.*

1 15-24

2 25-34

3 35-44

4 45-54

5 55-64

6 65 or over

145

B3. Are you employed outside your home?

Please circle one number.

1 Yes, full-time

2 Yes, part-time

3 No

146

B4. Including yourself, how many persons live in your household? *Please fill in.*

TOTAL NUMBER OF PERSONS: _____

147

How many are age 18 or over?

NUMBER 18 OR OVER: _____

148

How many are under age 18?

NUMBER UNDER 18: _____

149

<p>B5. How far did you go in school (the last grade you <u>completed</u>)?</p>	<p>1 6th grade or less 2 7th or 8th grade 3 9th, 10th, or 11th grade 4 High school graduate 5 One to three years of college 6 College graduate 7 Advanced degree beyond college</p>	<p>150</p>
<p>B6. Please write in below a short description of the kind of work that the head of the household does (for example: electrical engineer, stock clerk, taxi driver, home-maker, typist, retired).</p>		<p>151</p>
<p>B7. Please circle the one number below which best describes the total combined income in 1973 of all members of your household from all sources -- wages, rentals, dividends, social security, and so forth -- before taxes and deductions.</p>	<p>1 Under \$2,000 2 \$2,000 to \$4,999 3 \$5,000 to \$9,999 4 \$10,000 to \$14,999 5 \$15,000 to \$24,999 6 \$25,000 or over</p>	<p>152</p>
<p>B8. Are you:</p>	<p>1 Male 2 Female</p>	<p>153</p>
<p>B9. Are you:</p>	<p>1 Black or Negro 2 Mexican-American, Puerto Rican, Cuban, or other Latin American 3 Oriental 4 American Indian 5 White 6 Other: _____</p>	<p>154</p>